BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 6 WASHINGTON, D. C., FEBRUARY 17, 1941 $5.00 A YEAR—15c A COPY

FCC May Act Quickly on Monopoly Report

Sweeping Majority Action Against Networks Is Expected, With Minority Likely to Challenge Jurisdiction

By SOL TAISHOFF

HAVING disposed of the standard broadcast reallocation providing for the wholesale shifting of stations next March 29, the FCC has set its sights for swift handling of the network-monopoly case as its immediate order of business. Consideration of the final report is slated to get under way this week.

In executive session last Monday (Feb. 10), the FCC approved an outline of the report as drafted by its Law Department. The final draft, by Commission request, is to be placed before it prior to the end of this week—probably Wednesday. Since every phase of the two-year-old inquiry has been beset with delays, there can be no assurance that the consideration will be as expeditious as proponents of a "radical" report would like.

How Far?

The degree to which the Government proposes to go in regulating business aspects of broadcasting constitutes the crux of the network-monopoly issue. If past events can be accepted as the criterion, there will be two reports—a majority finding of a "crackdown" nature projecting "economic bondage" for the industry, and a minority report contesting the FCC's jurisdiction over broadcasting as a business. On these broad precepts, the majority is expected to constitute Chairman Fly and Commissioners Walker, Thompson and Payne. A minority report will be filed by Commissioners Craven and Case, unless all signs fail.

The FCC majority is anxious to get the report out of the way, whatever the repercussions, because of the repeated threats from Congress to investigate the whole radio regulatory scene. Congress now is so engrossed in national defense matters that few observers see any immediate chance for a full-scale inquiry, having as its goal redefinition of the Communications Act of 1934. This in effect, would take the regulatory ball away from the FCC until a new law is enacted.

Three members of the FCC already are committed to an extreme report by past expressions. Commissioners Walker and Thompson were members of the Network-Monopoly Committee which drafted the proposed report recommending FCC regulation of network-affiliate contracts, and control over programs, transcriptions, talent, rates, compensation to affiliates, and other phases of broadcast operation. Dual network operation, such as that existing by virtue of NBC's maintenance of the Red and Blue, was deprecated as resulting in supression of competition. Clear channels, by an indirect approach, were attacked.

Chairman Fly has not had occasion to express himself on the Committee's findings. While he is believed to be inclined toward a more conciliatory course, and probably will favor a toning down process, he nevertheless is represented as being favorable to more stringent regulation and to licensing of the networks.

On the other hand, Commissioners Case and Craven are disposed to concur in the views of the majority of the respondents at the inquiry that the FCC does not have jurisdiction over business aspects of broadcasting in the manner proposed by the Committee. That will be the thesis of their minority finding, should one be made.

The fact that the FCC at present has a membership of only six, the vacancy existing since last June when Col. Thad Brown retired, will have no bearing on the Commission's final conclusions. If a new member is appointed prior to final action, he hardly would be disposed to vote on the report. The docket was closed Jan. 2 with the filing of final briefs.

The FCC majority would like to clean up the final report by the end of March. Whether it can meet that deadline is problematical. Once the report hits the full Commission, a lively encounter is inevitable. Every time the report has been mentioned in meetings during the last few months, verbal pyrotechnics have been set off. Commissioner Thompson, ardent advocate of an all-out crack-down, intermixed with implied approval of Government ownership, has found himself pitted against Commissioner Craven, staunch advocate of Radio by the American Plan, and a minimum of interference with the status quo.

Seek Careful Study

Delay may be occasioned in final consideration because of absences. Commissioner Thompson has been ill, and Payne has been winter-vacationing. There could be no decisive vote with two members absent, as the lineup now stands.

It is a foregone certainty, too, that Commissioners Craven and Case will desire to pursue a fine-tooth-comb process of justification of the majority's conclusion. The ponderous record of the hearings which ran from Nov. 14, 1938 through May 11, 1939, and the 1,300 page report submitted last June 12 by the Network-Monopoly Committee may be read and re-read before the FCC concludes its deliberations.

Working under the direction of Telford Taylor, FCC general counsel, two FCC attorneys are devoting practically full time to the preparation of the proposed majority report. They are Robert Cooper,

(*Continued on page 40*)

Subsidy for Rural Service Is Seen in New FCC Study

AN ENGINEERING study, without regard to economic laws, designed to disclose how service can be provided to the "cow country", was ordered last week by FCC Chairman James Lawrence Fly, and caused immediate consternation within the FCC.

Evidently premised on the public utility concept that the nation-wide networks should be forced to provide service to sparsely settled areas, with the revenues derived from the major markets "paying the freight", the embryonic project was viewed with real concern. It was regarded as tieing-in with the project to break down clear channels, as well as a means of forcing networks to divert profits for station operations, which, in effect, would be non-profit making.

While no formal comment came from the FCC, it was understood that Chairman Fly, at a meeting last Tuesday, asked the engineering department to undertake such an exploratory study. In essence, he asked that a coverage pattern be drafted, indicating placement of stations of substantial power in rural areas otherwise not afforded primary service. This would take in substantial geographical areas west of the Mississippi. The Department was instructed to give no consideration to economic laws as such and to make its study purely on the basis of technical coverage considerations.

Purely Technical

This move, though purely preliminary, is viewed as significant since it constitutes a marked departure from established procedures. Current rules require that applicants advance proof that a station in a given location will be economically feasible, in order to insure sufficient revenues to supply adequate program service. Any departure from that policy would involve a subsidy whether by the networks or other established private broadcasting interests, or by the Government itself.

Clear channels are drawn into this development since these stations provide virtually the only secondary service available to listeners residing on farms and in other localities remote from centers of population. They were originally set up in the 1928 broadcast allocations for such service, particularly at night, when the channels so assigned are given only one station. Under the 1928 allocations, 40 such channels were set aside. This number has been whittled down to 26 under the allocations slated to become effective March 29.

Whether Chairman Fly's request for a survey ties into theories advanced by other Commission members for a high-power Government network is debatable. Some months ago it was suggested the Government should operate international broadcast stations, largely because of national defense aspects. Within the last three years, other Government officials have advocated setting up of a standard broadcast network by the Government and also a television network. These projects died aborning, however.

Video Committee To Be Continued

Will Carry on More Studies Prior to March 20 Hearing

CONTINUATION of the National Television System Committee, enabling it to participate in the March 20 television hearing scheduled by the FCC and to carry on its study of visual broadcasting standards, was authorized Feb. 12 by the executive committee of Radio Manufacturers Assn. at a meeting in New York. NTSC, organized under RMA auspices in cooperation with the FCC, on Jan. 27 presented 22 recommendations for commercial television standards which are to be considered at the March 20 hearing.

NTSC Chairman W. R. G. Baker, of General Electric Co., made a complete report of the committee's work to James S. Knowlson, RMA president, and the executive committee at the meeting. In addition to preparing for participation in the hearing, the NTSC will study further its proposals for television standards concerning particularly synchronization and the 441-line image.

Possible Changes

Additional study may bring amendments in these recommendations, it was stated. Subscriptions for the complete reports of NTSC and its nine panels, whose chairmen will participate in the March 20 proceeding, also were authorized at the meeting.

Wide activity by radio manufacturers in the national defense program is indicated by preliminary returns received in the RMA survey of the industry's productive facilities. Questionnaires for the survey, recently authorized by the RMA board of directors, were distributed Feb. 5 to member companies. Preliminary replies indicate that while some manufacturers are at peak production on national defense work, a large number are in position to expand their plants and personnel to meet future needs of the Government.

WTRY Joins Blue

WTRY, Troy, N. Y., recently authorized to operate fulltime with 1,000 watts, 950 kc., on March 16 joins NBC's Basic Blue network, making a total of 228 NBC affiliates. Station rate for WTRY will be $160 per evening hour. WTRY replaces WABY, Albany, as an NBC station in that area, WABY on the same date becoming a fulltime Mutual outlet. The Albany station operates on 1370 kc., 250 watts.

WEEI Names Garland

DAVID S. GARLAND has been named sales promotion manager of WEEI, Boston, by manager Harold E. Fellows. Mr. Garland, a native New Yorker, has served on newspapers trade papers, and in advertising agencies there and at one time operated his own agency.

TO THE CHAMP went a water-glass toast recently at WGAR, Cleveland, as members of the WGAR sales staff feted John Garfield (seated), newest member of the department, who came through with the largest amount of new local business for a recent six-week period. Drinking to Salesman Garfield's continued success are (l to r) Harry Camp, director of local sales; Ellis VanderPyl, promotion director; Sutherland DeWitt, commercial representative; Gene Carr, assistant manager in charge of sales. Missing was WGAR Manager John Patt, who sent congratulations from Palm Springs and requested a rain check for future meetings.

Book Firm's Discs

WILLIAM H. WISE & Co., New York (book publishers) is testing five-minute transcribed straight commercial messages six times weekly on WCOP, Boston; WIBC, Indianapolis; KMA, Shenandoah, Ia.; KMPC, Los Angeles, in the interest of *Garden Encyclopedia;* and on WELI, New Haven; WIBG, Glenside, Pa.; KFRC, San Francisco, for *Modern Home Physician.* More stations will be added, according to Huber Hoge & Sons, Ney York, the agency.

Split Periods on WOR

IN AN EXPERIMENT in Saturday morning programming, WOR, New York, has divided the 45-minute period from 8:15 to 9 a.m. into seven individually produced programs — two of ten minutes each, and five of five-minutes. Designed for the advertiser with a limited budget who wants more than spot announcements, the programs include household hints, film chatter, popular music, and poetry.

Cigar Firm Adding

CONSOLIDATED CIGAR Corp., New York, is using spot announcements four times weekly for El Sidelo and Harvester cigars on WDAY, Fargo; WNAX, Yankton; KIRO, Seattle; WTIC, Hartford; WORC, Worcester; WBRE and WBAX, Wilkes-Barre. More stations will be added, acording to Erwin, Wasey & Co., New York, the agency.

Nursery Spots

BOYD NURSERIES, McMinnville, Tenn., on Feb. 3 started a varying schedule of two to six weekly announcements and programs, featuring local talent, on seven stations. contracts are for undetermined length. Stations are WSB, Atlanta; WLW, Cincinnati; WDZ, Tuscola, Ill.; WWVA, Wheeling; WMMV, Fairmont, W. Va.; WSM, Nashville; KTHS, Hot Springs. Agency is Albert Kircher Co., Chicago.

CASH FROM CAMERAS

Muncie Retailer Credits Radio With Sales Boom

HARPER & PERRIN Owl Drug Stores, sponsor of *Owl's Radio Camera Club* on WLBC, Muncie, Ind., credits the program with an annual gross of $20,000 in photographic supplies and cameras during the last two years. The weekly program, heard Sundays just after the dinner hour, is built around material furnished by manufacturers and local events interesting to camera fans.

Fred Harper, brother of Ed Harper, one of the owners of the four stores, prepares the script, in cooperation with the WLBC staff. Primary objective of the program is to supply useful information to camera addicts, along with anecdotes of local character with a photographic flavor, and an occasional bargain offer.

Hall Bros. Renewal

HALL BROS., Kansas City (Hallmark Greeting Cards), has renewed for 26 weeks its *Tony Wons' Scrap Book* on 18 NBC-Red stations, Sundays 4:15-4:30, Tuesdays and Thursdays 1:15-1:30 p.m. (EST), effective Oct. 5. The current series will leave the air April 10, returning when the new contract goes into effect. In addition to the stations now being used, the NBC-Red Mountain, West Coast, South West, South Central groups, WOW, Omaha, WGY, Schenectady and WMBG, Richmond, will be used. It is expected the new series will be released on the same days and broadcast times as the current one, according to the agency, Henri, Hurst & McDonald, Chicago.

Princess Pat Adds

PRINCESS PAT Ltd., Chicago (Lip Tone), has added 20 stations to its varying schedule of six or more weekly spot announcements for Lip Tone, new liquid lip rouge [BROADCASTING, Jan. 27], making a total of 40 stations now being used. Agency is Frank R. Steel & Associates, Chicago.

Divorce of Radio And Press Urged

Conflict of Opinion Needed, Ernst Tells Liberty Group

RADIO should get a "divorce" from the press, Morris Ernst, New York attorney, told a group discussion of "Censorship" following a Lincoln Day luncheon of the American Civil Liberties Union at Hotel Commodore.

Taking part in the discussion, which followed a speech by FCC Chairman James Lawrence Fly (see page 24), were Quincy Howe, newspaperman and author; Joseph Miller, NAB director of labor relations; Mathew Gordon, CBS day news editor; Telford Taylor, general counsel of the FCC; James Boyd, author; John Sullivan, of the shortwave department of *PM*, and Mr. Ernst.

Sees Flexibility

Speaking on "Radio and the National Emergency", Mr. Taylor said that with television, facsimile and FM all in the development stage, radio will be much more "flexible" in the future and can render the public greatly improved service.

Disagreeing with Mr. Taylor to a large extent, Mr. Ernst brought out that some 300 of the over 850 stations in this country were owned outright by newspapers or controlled by newspaper interests. Essentially competitive media, radio and the press are so boosting each other today that America is losing out on the "conflict of opinion" so necessary to preserve democracy, he declared. The powers of radio are so consolidated in the hands of the major networks, Mr. Ernst contended, that the local station, as well as the local newspaper, is practically overlooked.

Sharp Buys KXO

ACQUISITION of KXO, El Centro, Cal., local, by Tom Sharp, owner of KFSD, San Diego, for $9,250 was approved Feb. 11 by the FCC. The assignor was F. M. Bowles, also engaged in the radio retail business, which, it is understood, was disposed of to Mr. Sharp at the same time for approximately $3,000. Mr. Sharp is president of Valradio Inc., the purchasing company, and is listed as 21 2-3% stockholder, with Airfan Radio Corp., licensee of KFSD, listed as holding the balance of the stock. KXO operates on 1500 kc. with 100 watts unlimited time.

Starkist Texas Series

STARKIST Co., San Antonio (Starkist Flotation toothpaste), is using amateur programs for 15 weeks on six stations, KMAC, San Antonio; KNOW, Austin; KTEM, Temple; KGKB, Tyler; KBST, Big Spring; WJPR, Greenville, Miss. Programs, a half-hour in length, are heard Sunday afternoon, augmented by five daily announcements. Starkist also is using announcements on more than 20 other stations.

Realigning Radio Selling for Defense

Changes in Work Hours and Increase In Wages Opens Opportunities

By JOSEPH CREAMER
Promotion Director, WOR, New York

IT BEGAN with a postcard. It read, "I don't make a habit of writing to radio stations, but I think WOR deserves a word of thanks for rebroadcasting Churchill's speech the other day. I missed the first program because, after being out of work, I got a job in a factory here working on Army stuff. I leave the house about 4 in the afternoon and quit around midnight. This doesn't give me much chance to hear the programs I used to listen to before. Thanks again."

This postcard came from New England, but it is not only typical of New England. It is a reminder that national defense investment and preparation is gradually changing the listening, living and buying habits of thousands of people in manufacturing and industrial towns and cities from coast to coast. New money is on the move and breakfast is being eaten in the afternoon.

The change has been slow, but it's gathering speed. You don't see it from the top floor of a New York, Chicago, 'Frisco or Seattle office building. You see it in the factory-spattered stretches of New England; in the deeper glow over Scranton and Wilkes-Barre and York. You see it in the humming shops at Burbank and Farmingdale and in the lighted factory windows of Fall River and Evanston and Wilmington. And now it's beginning to pop up in station mail.

A Look at York, Pa.

So far, the most colorful and informative check to be made on what happens to the living and buying habits of a typical defense-effected American community appeared in the January 16th issue of the *New York Times*.

Here are some indicative quotes from the *Times* story—

"A lot of York girls who a few months back had to be satisfied with $2 and $3 dresses have jumped to the $7 class . . . One of the big banks reports, typically, that 20% more Christmas savings accounts (by value) were started this year than last . . . Over the holidays York's three State liquor stores sold one-third more bottled goods than they did a year ago . . . And so it goes all down the line."

Station selling must align itself to meet these changes which are occurring throughout the coufitry. How will stations do it? What will stations do? What are the dividends the whole thing presents?

It poses, first of all, a problem for the station promotion man, fact-gatherer, advertising director or whatever he calls himself. Agencies and advertisers are sold on facts, not fancies.

Let him first determine the value by manufacturers in the cities and towns within the area his station sells. Balance this against armament contracts, either pending or received. Check bank clearings and deposits and changes, if any, in relief and city welfare rolls.

Schools, colleges, beauty parlors, liquor shops, stationery stores, theaters, automobile agencies, department stores, the personnel managers of plants, factories and business firms all have their individual stories to tell.

This, then, is the basis. No attempt has been made here to suggest a method either for the gathering or presentation of the material. Individual stations and their needs will determine the quantity and arrangement of the facts. The promotion man's own ingenuity will direct the force and sincerity of the inducement which the station's salesmen offer.

What About Audience?

There's no doubt that station listening audiences in heavy manufacturing and industrial towns and cities will be affected. Listeners who once followed the "Carolina Song Spinners" at 6 p.m., will be turning a lathe at that time a week, month or six months from now.

Exaggerating a little? Not exactly. Let's consider a theoretical, but perfectly reasonable case.

Let's say a manufacturer of shaving cream is placing spot broadcasts on eight or ten Pennsylvania stations. Assuming — something which is becoming increasingly unnecessary—that several, or all, of the towns and cities covered by the stations carrying his broadcasts have manufacturing plants which will devote all or part of their production to defense material, how does this change the manufacturer's listening audience?

Considering one typical city, we find that a plant ordinarily producing 2 million dollars worth of material annually has, to meet defense requirements, stepped-up production to 8 million dollars worth of material annually.

Doing this is a matter of—1. Adding labor, skilled and unskilled, in varied shifts. 2. Plant expansion, if present equipment and property don't meet contract requirements. 3. Extending the normal working day.

Three points, then, immediately effect the sponsor of the shaving cream broadcasts and the station's sales staff; i.e., more people working at varied hours, more money available, a change in listening habits.

What about this change in listening habits? Well, if 500 people (a modest figure!) in each of the nine towns and cities covered by the sponsor's broadcasts have had the habit of listening to his program at 6 p.m., and a high or low percentage of these people are employed or their hours shifted, it may mean a loss of 40,000 regular listeners and potential shaving cream purchasers. It also means that these 40,000 people may be wooed away from the shaving cream they're using, or about to buy, because of exposure to a competitor's message at a new listening time.

Some Problems

This automatically poses two problems for the station, agency and sponsor—1. To retain and continue to sell the audience during the regular broadcast period, which, theoretically, has been reduced. 2. To recapture all, or a portion of, the old audience and additional prospects at another time of the day . . . with a rebroadcast or plus-program.

The rebroadcast and plus-program are comparatively new. Casually considered, it would seem that they're different terms for the same programming technique. Actually, they're not.

The term rebroadcast explains itself; i.e., the same or a different program, live or transcribed, broadcast over a station at a different time of the day, or at a different period of the week, to interest new listeners, or a different kind of listener, or a listener not available at the time of the original broadcast.

The plus-program, on the other hand, is a term growing out of an increasing tendency * on the part of heavy radio time purchasers to broadcast more than one program on different stations in such large and diversified markets as Chicago, San Francisco and New York.

Now, let's see how these two programming techniques can be used profitably to retain old listeners and create new ones in manufacturing and industrial towns and cities affected by rearmament and defense production.

Turning back to our theoretical shaving cream manufacturer for a moment, let's suppose that he has been broadcasting a show five times each week at 7 p.m. A study of working conditions in the industrial and manufacturing towns and cities which are covered by the stations airing his broadcasts, shows that a total of 2,000 to 7,500 men have been employed by plants for new working shifts. These shifts, we then find, are concentrated between 4 and 11 p.m.

Our shaving cream manufacturer retains his original broadcast at the 7 o'clock time to take care of his old but, theoretically reduced audience, and then spots a series of weekly rebroadcasts between 2 and 4 p.m.

The Big Market Job

This, generally, takes care of the sponsor who, like our shaving cream manufacturer, is airing his broadcasts in specific manufacturing and industrial areas. But what about the sponsor whose program is being carried in New York, Chicago and other diversified major market combinations? Here major stations not only cover huge metropolitan listening centers, but concentrations of industrial and manufacturing towns and cities in their guaranteed and bonus areas.

Here the plus-program comes to the rescue.

Assuming that a sponsor is using a major New York station, obviously his greatest and most valuable coverage is the thickly populated listening centers of the five boroughs and such cities as Bridgeport, Trenton, Newark and the outlying suburban areas of Westchester, Long Island and New Jersey.

He discovers, however, that his station also covers such manufacturing and industrial centers as Hartford, Wilmington, Elizabeth, Bethlehem and Wilkes-Barre, to name but a few.

A study of factory production, concentration of defense money,

(*Continued on page 45*)

TIMES are changing, and fast. Joe Creamer knows about this. At his New York desk and in his trade contacts he daily becomes more impressed with the current evolution. Defense booms are offering new chances and new problems to the broadcast industry and this promotion director of a metropolitan station has some interesting and important ideas about what to do and how to go about doing it. Especially prominent is the change in audience habits among industrial towns and cities, where life may begin at sunrise, noon or even midnight.

* Twenty-six sponsors used WOR in addition to a major station outlet in New York during 1939. In 1940, 47 sponsors placed plus-programs on WOR, an increase of 81%.

Latin Board Plans Advertising Study

Rockefeller Group to Boost Interchange Of Products

By BRUCE ROBERTSON

WITH the goal of increasing trade between the United States and the Latin American countries as a means of strengthening the economic defense of the Western Hemisphere, the Office for Coordination of Commercial & Cultural Relations Between the American Republics is setting up two projects designed to aid the producers and exporters of each group in merchandising their goods to the other.

Advisory Services

These projects, as announced Feb. 8 by Nelson Rockefeller, coordinator, are:

1. To set up in New York a merchandising advisory service to provide exporters from the other American republics with information and assistance in marketing their products in the United States. This project will be operated by the Inter-American Development Commission, whose purposes are to develop new products of a non-competitive character and to stimulate trade between the Americas.

2. To inaugurate a series of merchandising studies in Central and South America to provide United States manufacturers with information about the needs, tastes and habits of living of our Latin American neighbors. These studies, which will include intensive surveys of Latin American markets and advertising media, will be made under the direction of the American Assn. of Advertising Agencies. The results will be made available to all American exporters and advertisers through the AAAA and through the Department of Commerce.

James W. Young, veteran advertising man who is chairman of the Committee on Communications of the Office of Coordination, told BROADCASTING that a knowledge of the markets and media of these neighboring countries is considered a fundamental requisite for the increased use of local advertising by American manufacturers, which the Committee is trying to encourage. The cost of collecting the needed information would be prohibitive for any individual advertiser or advertising agency, he said, but the results should be of sufficient importance to American business generally to warrant the government undertaking the job.

The AAAA was selected to handle the surveys, Mr. Young said, because it is the organization most closely connected with the advertising industry as a whole and because it is experienced in handling work of this type. While the Government will underwrite the entire project, the personnel chosen to carry out the work will be engaged by the AAAA, which will also plan and direct the various studies.

A technical committee will be set up by the AAAA to supervise the work, Mr. Young explained, and a technical director appointed to carry it out under the direction of the committee. According to present plans, which are more or less tentative, seven field men will be sent to various Latin American cities to carry on the actual work of collecting the data, with a field director traveling from point to point to coordinate the individual surveys.

Technical Work

As now planned, one man will cover Brazil, with headquarters probably in either Rio de Janeiro or Sao Paulo; another will cover Argentina, Paraguay and Uruguay from headquarters in Buenos Aires; a third will operate out of Mexico City, covering Mexico. Santiago, Chile, will be headquarters for a man covering that country and also Bolivia. Bogota, Colombia, will be headquarters point for the Central American survey. One man will cover Ecuador and Peru from a headquarters point not yet selected. The seventh survey area, the Caribbean, will probably have headquarters in San Juan, Puerto Rico.

The field investigators are now being selected, Mr. Young stated, adding that every effort is being made to start the actual work as soon as possible. There are three essentials for each field man, he said: He must have an absolute command of either Spanish or Portugese; he must have lived in one of the countries long enough to have a reasonable familiarity with the habits of the people; he must have had experience fitting him for conducting this kind of market-media research. The men chosen will be trained in New York and then sent to the various field headquarters, he said.

Radio Surveys

Asked about the radio studies, Mr. Young stated that in addition to such data as the call letters, wavelengths, power and methods of operation of all stations, the surveyors will also study listening habits and program preferences of set owners in each locality.

In announcing the projects, Mr. Rockefeller stated Feb. 8 in a speech before the New York City League of Women Voters:

It should be recognized that American exporters spend millions of dollars each year through various advertising media—newspapers, radio, magazines, store displays, motion pictures—designed to promote sale of consumer goods in Central and South America. Many exporters have told us that they feel that their advertising budgets in these countries would undoubtedly be increased if there were available greater information on the needs, tastes and habits of living of the citizens of our neighboring republics.

Research Training

"The studies to be undertaken by the bureau should supply this information, and the result should be increased use by our advertisers of the press, radio, and other media of these countries. It is important to note that the bureau plans to train nationals of the various countries in the research techniques employed in gathering information so that in the near future nationals will carry on the study.

"It is our hope that the projects which we are now undertaking, and which at the outset are concerned principally with trade relations between the United States and the other republics, can be extended to render service to each of the republics in its dealings with all of the others. Such an extension is called for by studies which reveal that there is not now available in any one of the American republics a sufficient amount of information concerning the markets of the others.

"I believe that the exchange of more exact information with a view to the promotion of trade among all of the republics is not only important in a commercial sense, it will be a very genuine force in the promotion of cultural understanding. The word culture is, after all, only a convenient term for summarizing the way people live and feel and think. When people use and enjoy the same articles in their homes, the same media in their hours of leisure, they have one of the elements of a common culture. Understanding between them is unquestionably increased."

AND ANOTHER FORECAST CLICKS

New 'Duffy's Tavern' Series Marks First Sponsor Contract Signed After Experimental Series

WHEN Magazine Repeating Razor Co. starts sponsoring *Duffy's Tavern* on CBS March 1, it will bring back to the air for a 52-week run one of the *Forecast* programs produced experimentally by the network last summer.

As the name implies, the *Forecast* series presented one-time broadcasts of 14 new programs which were expected to return to the air as series, either sponsored or sustaining, following their summer tests.

First *Forecast* show to become a regular CBS feature was *Back Where I Come From*, a program of folk music featuring Burl Ives and the Golden State Quartette, which returned to CBS Sept. 23 as a sustaining program.

Other Discoveries

While *Duffy's Tavern* is the first one of the programs to be sold in toto, the *Forecast* series can take at least partial credit for the presence of Alfred Spalding as master of ceremonies on the Coca-Cola program *Pause That Refreshes on the Air*. On the opening *Forecast* show, *Battle of Music*, this noted violinist was first cast in an m.c. role. Another *Forecast* discovery, Danny Kaye, is currently appearing in a leading role in the Broadway musical hit, "Lady in the Dark".

A distinctly masculine type of show, unusually suitable for razor advertising, *Duffy's Tavern* is set in an old style saloon presided over by "Archie", tavern-keeper and host to the comedians, musicians, etc., who will supply the program's entertainment each week. Archie is the creation of Ed. Gardner, radio director, and was first heard on another CBS experimental series, *This Is New York*.

Mr. Gardner, who has resigned his post as director of the Rudy Vallee series to return east for *Duffy's Tavern*, will direct as well as star in the new series. John Kirby's orchestra, which recently completed a sustaining CBS series, *Flow Gently Sweet Rhythm*, will be another permanent feature of the program. Series, which will advertise Schick Injector razors and blades, is handled by J. M. Mathes Inc., New York.

FISH AND GAME devotees swarm in the Free & Peters family. Upper photo (right) shows Preston Peters, New York partner, with one of the 25 sailfish he and his party caught within 24 hours off Palm Beach in mid-January—believed to be something of a record. At bottom is G. Richard (Dick) Shafto, general manager of WIS, Columbia, S. C., with a deer he shot recently. Coincidence is the fact that two years ago Shafto took Jim Free on a hunting trip to the same grounds and Free killed his first deer about 200 yards from the same spot Shafto brought down this buck.

"GET READY, OLD MAN— SUMMER'S COMING!"

● To those not familiar with the radio situation in Iowa, February 17 may seem an odd and amazing time to be talking about summer. Fact is, however that now's the best time, because a little later will be *too* late!

You see, summer is the time when half of Iowa's vast income is *produced*. Iowa people don't simply *exist* through the hot weather, longingly anticipating the winter opera season, or something! Summer is our oyster, and we open it with a bang.

If you manufacture anything that's eaten, worn, or used in the summer-time, write *right* now—or ask Free & Peters—for the opportunities that WHO can offer you *now but not later*. Exactly as in 1940, the summer of 1941 is going to be a sell-out. So please don't construe this as high-pressure—and don't say we didn't tell you!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Term Copyrights Urged in Canada

Board Hears Society's Appeal For Increase in Rates

By JAMES MONTAGNES

CHANGES in the Canadian Copyright Act to allow long and short-term copyrights for musical compositions were discussed Feb. 12 before the Canadian Copyright Appeal Board at Ottawa, during the opening appeal of the Canadian Performing Rights Society for an increase from 8 to 14 cents per licensed set, and a 50-50 split with CPRS fees from broadcasting stations by BMI (Canada) Ltd.

"The world must get down to amending the copyright law in regard to musical composition," Justice A. K. McLean, chairman of the board stated. "When the Canadian copyright law was passed this situation was never anticipated. I think the time will come when the Copyright Act will have to formulate some classification of music. For one grade of music we could have a copyright for one year, for other grades two or three years and so on. I suppose that for some grades the author should have a copyright for life."

The hearings were originally started on Dec. 6 and postponed to Feb. 12 because of the United States copyright situation. Increased fees asked by the CPRS, (Canada's ASCAP) mean broadcasters would pay $178,321.98 in 1941 as against $97,839.45 in 1940.

Sedgwick Appears

Joseph Sedgwick, representing BMI (Canada) Ltd. and counsel for the Canadian Assn. of Broadcasters, told the board BMI wished to enter the Canadian field "so that it may encourage authors, composers and publishers who could not get into ASCAP's ring—and there are thousands of them."

Brooke Claxton, counsel representing the Canadian Broadcasting Corp., said the CBC opposed any increase in the royalty rates and believed any allowance made to BMI should come out of the present rate. The CBC welcomed BMI "because it provides competition for CPRS and brings a new set of authors and music and because we will no longer be forced to depend on CPRS". In opposing the proposed CPRS increase he cited a steady trend in music's loss of popularity on the air.

Claxton said his view was that "CPRS has exaggerated its importance to the broadcasting industry, and I think, to itself". Ability of United States networks to dispense with ASCAP music, he felt, lent strength to this view. Sydney Kaye, of BMI, New York, was present as a witness. Hearings were continued Feb. 13.

CHAIRMAN JAMES LAWRENCE FLY, of the FCC and Defense Communications Board, and Mrs. Fly were guests of President and Mrs. Roosevelt at a Feb. 12 White House dinner honoring Her Royal Highness, the Grand Duchess of Luxemburg.

ONE OUT OF TEN
Detroit Students Know About Music Feud

"BMI stands for Boston Medical Institute."

That was one of the answers received in an inquiry among 200 junior high school pupils, made by Prof. Garnet R. Garrison, head of the Division of Radio at Wayne U.

Prof. Garrison remembered that the thinking of parents has been accurately mirrored in the past by primary school votes on election day among Detroit school children. It was decided that a good cross-section of Detroit opinion on the BMI-ASCAP argument could be obtained by asking the students of an age range from 12 to 15 the question, "What do BMI and ASCAP mean to you?"

If the answers were any criterion, Detroit's radio listening public is supremely unconscious of any radio music difficulties. Here are some answers:

"I don't know about BMI, but ASCAP is a soap for eczema."

"They are colleges in the south."

"ASCAP and BMI have gone on a strike. The one that strikes the longest will win, and the other has to pay a copyright."

"They are code languages used by warring nations over the radio."

Prof. Garrison said that about 10% of the 200 students taking the quiz appeared to know the right answer.

From Boy's Life

BMI Film Tie-in

IN A DEAL negotiated by Harry Engel, West Coast manager of BMI, with Ernst Lubitsch, Hollywood film producer, the song *That Uncertain Feeling*, written by Jack Owens, will be exploited along with the United Artists picture of that title. The song is to be recorded for distribution to radio stations, and will also be given full play in the picture press sheet. In addition, the picture and its stellar players, Merle Oberon, Melvyn Douglas and Burgess Meredith, will ornament the sheet-music cover. Tie-in with BMI assures the film considerable radio exploitation on network and other stations, it was said.

Group of ASCAP Composers Charges Networks, Affiliates With Intimidation

NBC, CBS and MBS and their affiliate stations are charged with using intimidation, coercion and boycott tactics and abusing the rights given in their licenses to force ASCAP music from the air in a petition filed with the FCC last Monday by a group of 13 composers of popular music.

Complaint states that in the latter part of 1940, while the ASCAP licenses were still in force, the broadcasters "compelled recognized band and orchestra leaders and radio artists throughout the United States to refrain from playing the music and compositions of the petitioners and others which were in public demand and of accepted and proven merit and popularity, all against the public interest, convenience and necessity and contrary to law."

Inquiry Asked

Complaint further states that "since Jan. 1, 1941, by a continuation of the conduct hereinbefore alleged and taking advantage of the unlawful results achieved thereby and by various other illegal and improper means against the public interest, convenience and necessity, the radio licensees . . . have unreasonably refused to procure copyright licenses to broadcast compositions and music of the petitioners and others and they have acted solely in the interest of promoting and building up the business of BMI and increasing their own commercial profits."

The FCC is asked to conduct an investigation to determine whether the broadcasters have violated the Federal Communications Act or the FCC rules and regulations, to suspend and revoke licenses of stations found guilty of such violations and to permit the petitioners to appear in opposition to any extension or renewal of the licenses of any station committing the alleged acts.

Petition was signed by Ernie Burnett, Nelson Cogane, Paul Cunningham, Al Lewis, Frank Madden, Allan Flynn, Sammy Mysels, Vincent Rose, Ira Schuster, Larry Stock, Jean Schwartz, Stanley Adams. All except Madden are ASCAP members.

Robert Daru, attorney for the group, said their attack would be concentrated on the 23 stations affiliated with the NAB which are wholly owned by the networks.

The other stations, he added, "were coerced into buying BMI stock and are really suffering from the whole mess." He said he had examined the Department of Justice complaint against BMI and various network officials and stated that "if half of the allegations therein contained are true, many radio stations have forfeited their right to hold licenses."

Mr. Daru also said the complaint does not ask the FCC to "intercede, arbitrate or adjust the dispute between BMI and ASCAP", but that it is "a direct complaint" to the FCC in connection with renewal of license or revocation proceedings.

An answering statement from the NAB points out that "the FCC has consistently taken the viewpoint that it has no jurisdiction, under the statute, with respect to program content." Admitting that band leaders have been prevented from playing ASCAP music, the statement continues: "The reason why the music is not being played, however, is not because of intimidation of band leaders by broadcasters, but because ASCAP has refused to license the performance of its music by broadcasting except on terms which the Federal courts and the Department of Justice unite in denouncing as illegal. Since broadcasters cannot legally acquire the right to play the music, they must, of course, refrain from performing it, since any performance would subject broadcasters to the penalties of the Copyright Law.

"In view of the fact that ASCAP denied broadcasters the right to play ASCAP music except on monopolistic and illegal terms it was obviously not only legal but eminently proper for broadcasters to create an alternative source of supply of music. This source of supply is BMI, which was not organized by networks but which is owned by over 670 broadcasting stations."

ASCAP Attempts Split in Industry

Latest Trick Is Designed to Bring Intramural Strive

ASCAP appears to have reverted to its old tactics of "divide and destroy" by playing the networks against the independent stations in an open letter to radio station owners appearing over the signature of John G. Paine, ASCAP general manager, in a new propaganda piece, "Chords and Discords".

Stating that the music controversy "is solely a fight to decide whether the three chains shall have a complete monopoly of the air, and whether you individual station operators shall continue to pay the entire cost of music while the chains continue to pay nothing," Mr. Paine charges BMI with failure to provide music as promised.

The Other Side

"Even the radio station owners are beginning to wake up," he declares. "They are beginning to ask: 'Where is the music we were promised for our money?' They realize that their orchestras can't play BMI propaganda brochures. So, as you doubtless know, many station owners are refusing to meet further assessments for the financing of BMI."

This last statement BMI denies wholeheartedly and in rebuttal stated Feb. 10 that in all BMI has made six calls for money on its membership, the last on Jan. 15 and that 92.3% of all money called for has come in. Of the remaining 7.7% more than half (or 3.9% of the total) was included in the January call and so cannot be considered overdue, leaving only 3.8% of all money asked for by BMI which may properly be described as delinquent.

BMI also announced that more than $1,000,000 has been subscribed in license fees for the renewal period of BMI license running from April 1, 1941, to April 1, 1942, which BMI calls "strong testimony to the universal approval of BMI policies among the broadcasters".

ASCAP Thought Ready to Toss in Sponge

Fires Its Publicity Staff; 'Parade' Dropped

LOSING an estimated $100,000 a week by virtue of the almost total withdrawal of its music from the air, ASCAP appears about ready to throw in the sponge in its battle with both the broadcasting industry and Uncle Sam.

Since the filing Feb. 2 of criminal information [Case No. 449-Q] in the Federal District Court in Milwaukee, ASCAP's new counsel have been in almost daily conference with Anti-Trust Division attorneys, looking toward agreement on a consent decree. The ASCAP Board likewise has been meeting almost daily, but no actual compromise on the terms of the decree yet has been reached.

Exclusive Clause

The only remaining bone of contention is Section 1 of the proposed decree, which would enjoin ASCAP from exercising exclusive rights as agent for copyright owners. ASCAP attorneys Lieut. Gov. Charles Poletti, of New York, and Milton Diamond, have insisted that the Society would be utterly destroyed if this proviso is retained intact. There is a possibility of revision, though no agreement was reached during the conversations last week.

Messrs. Diamond and Poletti held their final conferences for the week with Assistant Attorney General Thurman Arnold; Holmes Baldridge, chief of the Litigation Section, Anti-Trust Division; Victor O. Waters, hard-hitting Special Assistant Attorney General in charge of the copyright action, and his assistant, Warren Cunningham, last Thursday and Friday. It was expected they would return this week.

Meanwhile, the Anti-Trust Division is engrossed in its preparation of evidence for the criminal suit in Milwaukee. Filed against ASCAP's officers, its 24 board members and 19 of the more important publishing houses, the defendants are scheduled for arraignment before Federal Judge F. Ryan Duffy in Milwaukee on March 5. If a decree is agreed to prior to that time, however, it is presumed a new civil suit will be filed, as was done in the case of Broadcast Music Inc. last month, when it assented to a stipulated settlement.

Decree Rumors

While all sorts of stories emanated from ASCAP Board meetings about acceptance of a decree, no confirmation could be procured in Washington. It is evident that perhaps a majority of the board would be disposed to take a decree at any cost, but that all efforts to remove the punitive Section 1 exclusive licensing provision will be exhausted before a decree is accepted. ASCAP members apparently are reconciled to a top-to-bottom reorganization, whatever the nature of the decree.

It is clear, too, that the Department is not disposed to await ASCAP's answer, if there is any indication of further stalling. ASCAP itself, however, probably is desirous of settling by decree as soon as possible because of the heavy loss of revenue and because its prestige unquestionably has been undermined since filing of the criminal suit.

Clearcut indication that ASCAP anticipates a consent agreement was reflected in discontinuance of the *ASCAP on Parade* series after only three broadcasts, and in dismissal of its entire publicity staff of nine persons, headed by A. P. Waxman. Both moves were regarded as indicative of a reorganization ahead.

$100,000 Weekly Loss

The estimated loss of $100,000 a week for ASCAP came from BMI. It pointed out that in 1940 ASCAP got about $87,000 a week from radio. BMI estimates that the cost of the elaborate transcription checking system set up to detect infringements, plus the expense involved in the *ASCAP on Parade* series, and the legal fees, brought the total up to at least $100,000 weekly.

The ASCAP publicity staff, hired last summer to keep the public and press informed on ASCAP's side of the controversy, has sent out reams of releases, statements and promotional pieces. It was a new venture for ASCAP, which previously had operated without special public relations personnel. It was this staff that concocted the "justice for genius" motto, along with other propaganda that in many instances proved a boomerang rather than a benefit. Presumably, it was concluded that with a consent decree in negotiation, and with conversations probably to be reopened with broadcasters once that is accomplished, the propaganda war against broadcasters would be both poor policy and needless expense.

ASCAP on Parade, originally scheduled for 13 weeks, was sponsored by ASCAP on four New York stations—WHN, WMCA, WNEW and WOV—and carried on a sustaining basis by more than 100 other stations. The New York outlets, and several other stations which received the broadcast by direct wire, broadcast the program Saturday nights, 8 to 9. The remainder of the list received the program by transcription.

Announcement that there would be no broadcast Feb. 15 or thereafter was made after Billy Rose, producer, and Oscar Hammerstein Jr., writer, had resigned, pointing out that the preparation of the programs was taking almost all of their time and that pressure of their private commitments made their carrying on with the program impossible. Rather than attempt to to replace them with a new producer and writer, the ASCAP board decided to drop the series.

In the three programs that were broadcast, ASCAP had appealed to the listener, the advertiser and the broadcaster, both in direct pleas by Gene Buck, ASCAP president, and other ASCAP members and in dramatic sketches illustrating the ASCAP viewpoint. Public reaction, as reflected in the mail pulled by the programs, was good, ASCAP reports. Mr. Buck's appeal to the broadcasters, made on the opening broadcast Jan. 25, to "meet me and my fellow songwriters to try to reach an agreement", evoked no response, Mr. Buck declared on the final program, when he repeated the request for a meeting.

Exclusive Clause

After the majority of the ASCAP Board, plus counsel, conferred with Government attorneys Feb. 7, conversations were continued by Messrs. Poletti and Diamond during all last week. When Messrs. Baldridge and Waters declined to agree to any modification of the exclusive licensing provision, the attorneys appealed to Mr. Arnold last Thursday. Then conversations were resumed on Friday.

The paragraph in question is identical in meaning with that contained in the BMI decree. It specifies that the defendant shall not, with respect to any musical composition, "acquire or assert any exclusive performing right as agent, trustee, or otherwise on behalf of any copyright owner or other owner of the performing right, or pursuant to any understanding or agreement with such owner, to pay for such right a share of, or an amount measured by, the receipts or revenues of said defendant".

Long Litigation?

All other clauses of the proposed decree previously had been covered in the conversations, which dealt largely with interpretation and applicability to ASCAP. Apparently, the differences has been resolved all down the line and Section 1 remains the only stumbling block.

While some compromise is deemed possible, the Department must apply to ASCAP restraints similar to those invoked against BMI in the decree negotiated last month. Otherwise, BMI presumably would have to be accorded similar privileges. Since the Department apparently feels that Section 1 constitutes the crux of the whole anti-monopoly controversy and views the current exclusive licensing practice as a violation of the Sherman anti-trust laws, it appears certain that some sort of restraint in this connection necessarily must be imposed.

If the decree conversations again collapse on that point, the Government will pursue its criminal case. Months and possibly years of litigation may thus be entailed.

Debated in School

ASCAP vs. BMI was debated on the school front when the fourth grade students of Robbins Elementary School in Omaha, Neb., conducted a recent debate on the music controversy. Invited to judge the debate was Bill Wiseman, publicity director of WOW, Omaha. After the debate Mr. Wiseman spent an hour answering students' questions about radio.

THEY FAVOR RADIO

Philadelphia Poll Discloses Antipathy to ASCAP

PUBLIC SENTIMENT in Philadelphia favors radio in the current ASCAP-radio battle, according to a poll conducted by Dan E. Clark 2d., and published in his Front Door Ballot Box Column in the *Evening Public Ledger*. Questioning a typical cross-section of Philadelphia's citizens on the music dispute he discovered that 32% of the people are unaware of any music controversy going on and that the majority of the remaining 62% favored barring ASCAP tunes from the air, regardless of whether their listening enjoyment suffered or not.

Asking the question, "whom did they favor to win?", 62% voiced their confidence that radio would eventually win out, while only 32% sided with ASCAP. The principal comment of those who favored radio was that the elimination of ASCAP had enabled the stations to give more time to classical music.

Poll Taken of Stations On Music Fight Attitude

INDIFFERENCE or approval on the part of listeners was indicated by station managers in the Midwest in an ASCAP-BMI poll conducted by *Midwest Media*, published in its February issue. Few stations, according to the publication, reported strong protests against the shift to BMI music. To the question whether they favored reopening of negotiations with ASCAP, 53% of the broadcasters voted "yes"; 25% "no"; and 21% "no comment".

Asked whether they believed the ASCAP-BMI differences should be patched up by compromise as soon as possible, 64% responded affirmatively; 17% voted "no", while 19% had no comment. Several stations reported the change had added extra work, but regarded this as a gain, since it forced more attention on program planning.

BMI Hawaiian Catalog

BROADCAST MUSIC Inc. has acquired a catalog of selections from Golden Gate Publications, chiefly Hawaiian music, under an agreement with Peer International Corp., BMI has announced. Songs include: "Dusky Hula Eyes," "It Happened on the Beach at Waikiki", "Moon O'er Hawaii", "Love Song of Old Hawaii", "Sweet Hawaiian Maid".

Appeal Proposed On Belo Decision

Wage & Hour Division Claims Purpose of Law Defeated

APPEAL of a Texas Federal District Court decision dismissing a civil suit last week against A. H. Belo Corp., brought by the Wage & Hour Division of the Labor Department, was announced Feb. 10 by Col. Philip B. Fleming, Federal wage-hour administrator [BROADCASTING, Feb. 10]. A second wage-hour case, in the Federal District Court in Montgomery, Ala., on Feb. 8 was decided in favor of the Wage & Hour Division, Judge Charles B. Kennamer issuing an injunction against WCOV, Montgomery, prohibiting violation of the minimum wage and overtime provisons of the Fair Labor Standards Act [BROADCASTING, Jan. 13, 27].

An Early Appeal

Denying the Wage & Hour Division's petition for a restraining order against Belo Corp.—owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*—Federal Judge William H. Atwell had held that firms paying wages or salaries equaling or exceeding minimums required under the wage-hour law in pursuance of genuine employment contract are complying with the Act, regardless of methods of payment.

Col. Fleming, after reading the opinion in the Belo case, announced he had requested the Labor Department's solicitor to file an appeal "as soon as possible" with the U. S. Court of Appeals for the Fifth Circuit at New Orleans.

"This decision, if allowed to stand, would largely destroy Section 7, or the 40-hour week which has been doing so much to increase employment in this period of increasing productions", Col. Fleming declared. "With all due respect to Judge Atwell, a reading of his opinion inclines one to believe that he regarded our Act as a minimum wage law rather than a wage and hour law. He did hold it clear that the newspaper and radio station were in interstate commerce and covered by the Act.

"Another important reason for immediately appealing this case is the determination of the Division to protect the complainant. We cannot disclose the identity of an employe who calls the Government's attention to the fact that his employer is violating the law. Although the law itself prohibits discharge or discrimination against a complaining employe, it is obvious that that protection is not enough where there is no organization."

More for Armand

ARMAND Co., Des Moines (Brisk Shave Cream), currently testing daily one-minute transcribed announcements on WIRE and WFBM, Indianapolis, has added KHJ, KFI, Los Angeles, and KPO, KFRC, San Francisco, to its schedule. Agency is Russel M. Seeds Co., Chicago.

THEY WERE IN THE AIR CORPS THEN

One of a Series

THIS TRIO FLEW for Uncle Sam, one of them coming over from the Lafayette Escadrille, during World War I. Their identities, their records and what they look like today will be found on page 24.

Basic Pattern of the American System To Remain During Defense, Fly Asserts

ALTHOUGH the United States' defense problems may require some sacrifice, they will not require sacrificing the basic pattern of the American system of broadcasting, and no presently conceivable circumstance would require the Government to take over radio operations in this country. This assurance was emphasized Feb. 12 by FCC Chairman James Lawrence Fly in an address before the American Civil Liberties Union in New York, broadcast by NBC and MBS.

Following up the thesis that "democracy and censorship are incompatible", Chairman Fly stressed the need for freedom of speech on the air, unhampered by Government censorship, commenting that the only limits on this freedom arise from physical considerations, the NAB Code and the FCC's duty to see that licensed stations serve the public interest, convenience and necessity.

Public Service

"Every man can have his day in court, but unfortunately every man cannot have his hour on the air," he observed, noting that these limitations did not amount to censorship, either by station operators or the Government. He cited the radio industry's coverage of the 1940 elections as an accomplishment in impartial public service on which it can pride itself, remarking that "other media for the distribution of ideas and opinions may well envy its record".

"The United States has not found it necessary to interfere in any way with regular broadcast programs," Chairman Fly commentated. "Nor can I conceive an emergency so grave that it would require taking the vast burden of broadcasting operations out of the hands of the broadcasting industry. Intensification of our defense efforts will make it all the more important that radio broadcasting continue to play its part, under private auspices, in the home life and daily activities of the American listening public. It is conceivable that our defense problems may require some sacrifice, but they will not require sacrificing the basic pattern of our Ameircan system of broadcasting.

"In saying this, I have in mind not merely the activities of the FCC, under its mandate to act 'for the purpose of the national defense', but also the activities of the Defense Communications Board. So far as radio broadcasting is concerned, I do not anticipate that the potential effect of the Board's plans will extend beyond purely technical matters of procedure and coordination; or that they will reach such substantive matters as control of program content.

"Democracy, which is another name for self-government, can work if and only if citizens have adequate knowledge of the issues which confront them, and make their decisions in the light of that knowledge. If we are cut off from sources of news or from well-rounded discussions of public issues, our ability to govern ourselves is impaired, and we end up by letting others govern us.

Right from Wrong

"The function of distinguishing truth from error and right from wrong resides and should reside, not at the transmitting, but at the receiving end of our radio system. It belongs to the millions who listen, not to the few who broadcast. Depriving radio listeners of their right to decide for themselves strikes at the very roots of democracy and self-government. Banning free discussion on the air, far from making radio an instrument of democracy, robs listening millions of their democratic birthright.

"The FCC has made some special studies of foreign language broadcasts, and has assembled information concerning their extent. To discontinue foreign-language broadcasts, especially at a time when s many influences are competing fo the allegiance of our foreign-born citizens and residents, might prov to be an error in judgment. I would at least tend to cut them off from the democratic influence o well-managed radio stations broadcasting to them in the lan guages they best understand and to which they are most responsive These stations can, and in large measure do, serve a constructive purpose. The great significance o radio, and its power for evil as well as for good, is demonstrated by the alacrity with which the in vader first of all seizes the broad casting station and utilizes it shrewdly for his own ends."

Grants of FM by FCC Bring the Total to 34

AUTHORIZATION of commercial FM stations in Detroit and Philadelphia by the FCC Feb. 11, brings the total number of grants thus far to 34. The Detroit construction permit was to John Lord Booth, operator of standard broadcast station WMBC, to operate on 44.9 mc., covering 6,800 square miles and a population of 2,900,000. The Philadelphia grant, the third in that city, was to the Pennsylvania Broadcasting Co., license of WIP, to operate on 44.7 mc., to cover 9,300 square miles and a population of 4,500,000. Call letters have not yet been assigned.

The grants leave the number of pending applications at 55. The only application received during the past week was from the Moody Bible Institute (WMBI), Chicago, to amend their original application, requesting 47.5 mc. instead of 43.3.

Planters Spots

PLANTERS NUT & Chocolate Co., Wilkes-Barre, Pa., (peanuts), through Raymond R. Morgan Co., Hollywood, on Feb. 3 started for seven weeks using 10 spot announcements weekly on KDKA and WCAE, Pittsburgh. Schedule is to be reduced to five-weekly on each station for the following six weeks effective March 24. Firm also sponsors the weekly half-hour forum and quiz *What's on Your Mind?* on 10 CBS West Coast stations, (KNX KARM KSFO KOIN KIRO KVI KFPY KSL KLZ KVOR), Thursday, 7:15-7:45 p.m. (PST).

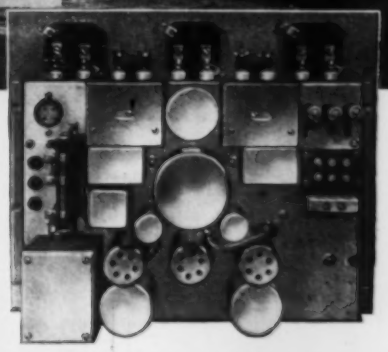
Bekins Coast Spots

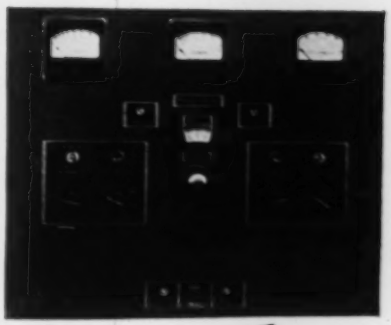
BEKINS VAN & STORAGE Co., Los Angeles (chain), user of West Coast radio for eight years, on Feb. 18 starts for 17 weeks thrice-weekly spot announcements on KHJ KMJ KFBK. Firm is currently using from five to seven announcements weekly on KNX KSFO KFSD KLZ. Spending about $25,000 yearly on radio, the firm will increase the appropriation by approximately 15% during 1941. Brooks Adv. Agency, Los Angeles, has the account.

Insurance Spots

FEDERAL ACCIDENT Insurance Co., New York, through its newly-appointed agency, Huber Hoge & Sons, New York, has started daily five-minute newscasts on WHN, New York. More stations are expected to be added.

. . . key to wide use of Western Electric 2A Phase Monitor





Just what you need! The 2A Phase Monitor is the last word in accuracy for measuring phase and amplitude relations of currents in antenna elements.

It's self-checking, self-calibrating—by simple methods which give you clear indication of the accuracy of initial adjustments. With this monitor, you can rely on the measurement of a particular phase angle within ±3° and can detect a change in phase angle of 1°. You can measure or re-establish all phase angles on the antenna system with an accuracy of 1°.

The Phase Measuring Circuit contained in the 2A Phase Monitor has established a new standard of accuracy for such service.

R. F. Current Meters are hand calibrated throughout their full range. For full details: Graybar Electric.

CHARACTERISTICS:

ELECTRICAL

Frequency Range . . 550 to 1600 kilocycles
Phase Angle Range . . . . . 0 to 360°
R. F. Input Impedance . . . . . 68 ohms
Rated Frequency Input Power Min. 1/8 watt
Power Supply 105-125 volts, 40 to 60 cycles
Power Consumption . . . . . 40 watts
Tube Complement
1-283A, 2-259A and 1-274A
Western Electric

MECHANICAL

Height . . . . . Approximately 15¼"
Width . . . . . Approximately 19"
Depth . . . . . Approximately 7½"
Weight . . . . . Approximately 43 lbs.
Direct Reading . . . . . 360° dial.

Ask your Engineer!

Western Electric

Distributed by Graybar

DISTRIBUTORS *In U.S.A.*: Graybar Electric Company, New York, N. Y. *In Canada and Newfoundland*: Northern Electric Company, Limited. *In other countries*: International Standard Electric Corp.

WHO Is Granted Super-Power To Test 'Polyphase' System

Will Use 150 kw. in Experiments With Antenna Transmission Said to Over-Ride Fading

NEW SUPER-POWER experiments utilizing "polyphase" transmission, a new technique which appears to provide more effective coverage and overrides fading, will be undertaken by WHO, Des Moines, under an FCC authorization last week permitting it to use 150,000 watts power, during early morning hours.

For several months WHO has been testing polyphase operation with a 1,000 watt station operating on its regularly assigned frequency of 1,000 kc. The new grant authorizes construction of new equipment and will permit the station to operate with 150,000 watts from midnight to 6 a.m., to ascertain the advantages of the new technique. Maximum authorized power during regular program hours for standard broadcast stations is 50,000 watts. A number of stations, including WLW, hold developmental licenses for operation with power up to 500,000 watts after midnight.

Saving of Power

Paul A. Loyet, technical director of Central Broadcasting Co., which operates WHO, told the Fourth Annual Broadcasting Engineering Conference at Columbus last Thursday of the 1,000-watt experiments with polyphase operation. He explained that the effect of the arrangement is that half of the modulated power is saved. The system consists of the regular tower and four auxiliary antennas suspended away from the tower on cables. The central tower transmits the carrier only and the auxiliary antennas transmitted the sidebands. It was indicated that the system probably could not be adapted to directional antenna operation, but appeared to be an economical method of operation for high-power stations of 50,000 watts or more.

Non-technically, it was stated at WHO that polyphase broadcasting lays down a directional pattern that rotates with modulation. It is said to increase antenna efficiency and makes a definite gain on fading. It is thought that polyphase broadcasting will make possible operation of high-power transmitters at little or no increase in operating cost of a 50,000 plant.

Operation with 150,000 watts for W9XC, the experimental call letters given WHO, will involve a number of changes. There will be extensive alterations in the broadcasting antenna system, with Blaw-Knox towers tentatively selected. The present WHO 50,000-watt transmitter will be rebuilt and extensive additions made.

At least two engineers will be added to the WHO staff of 21. One will be Dr. John F. Byrne, of Collins Radio Co., Cedar Rapids. Dr. Byrne is described as the "sire of polyphase broadcasting" and the WHO engineering staff, under Mr. Loyet, as the "wet nurses". Mr. Loyet estimated that the changes and additions would require about six months.

Free School

A FEW lads dropped in one Sunday and started to ask questions of George Hooper, engineer of WIBG, Glenside, Pa. The next week they showed up again, with some of their friends. Now Hooper is conducting free classes in radio engineering every Sunday afternoon, with 30 regular attendees.

TO CELEBRATE the fifth anniversary of *Frankie and Johnnie—Sidewalk Snoopers*, man-on-the-street program of WGST, Atlanta, sponsored by the local Carroll Furniture Co., staff members gave a surprise buffet lunch for the program's m.c.'s, Frank Gaither (left) and John Fulton (right). They are pictured with the cake commemorating their "wooden" anniversary.

First Nationwide Mile o' Dimes Drive Brings Donations to Almost $200,000

IN ITS FIRST year as a radio project on a national scale, the *Mile o' Dimes* campaign held in conjunction with the President's birthday celebrations collected contributions in 24 communities which approach $200,000, according to a report by Charles C. (Bud) Barry, director of the *Mile o' Dimes* Committee of the Committee for the Celebration of the President's Birthday.

Mr. Barry

The money, along with other funds raised from the March of Dimes and birthday balls through the national celebration of President Roosevelt's birthday each Jan. 30, goes to support the National Foundation for Infantile Paralysis.

Almost $200,000

Registered totals already have reached $185,269, and late returns and additional contributions are expected to boost the total to about $200,000, Mr. Barry estimated to BROADCASTING. Results of the first national *Mile o' Dimes* campaign drew hearty praise for radio from both Director Barry and former District Commissioner George E. Allen, chairman of the *Mile o' Dimes* Committee.

"This was the first nationwide *Mile o' Dimes* campaign to help raise funds to fight infantile paralysis," commented Commissioner Allen. "Almost $200,000 was raised, in addition to the millions of dimes sent direct to the White House. A large part of this success was the direct result of the splendid cooperation received from the leading radio stations in all parts of the United States. On behalf of the Committee for the Celebration of the President's Birthday, I am very happy to express our sincere gratitude to all those who helped to make the *Mile o' Dimes* such a success."

Describing the results of the campaign as "most gratifying", Mr. Barry stated to BROADCASTING: "Though the organization period was extremely short, the large sum of donations is convincing proof of the vigorous support accorded the idea, and radio's contribution to the celebrations of the President's birthday."

Following successful development of the *Mile o' Dimes* idea as a local campaign by WRC-WMAL, NBC Washington keys, during 1939 and 1940, the campaign this year was expanded nationally under direction of Mr. Barry, who this winter made an extensive tour setting up the promotion at various stations.

Hartford Record

Apart from the Washington booth's accomplishment in collecting $27,212.21 this year, an increase of $10,000 over last, several other stations and communities are credited with remarkable records. Ranked high among contributors were Hartford, Conn., where $17,000 was collected at the booth operated jointly by WTIC and the *Hartford Courant*, and Shreveport, La., which accounted for $11,500. Both cities drew special commendation, since their contributions were exceedingly high for their population, compared with larger cities.

According to the report of the Mile o' Dimes Committee, collections and sponsors were: Chicago, $17,571.76, WENR-WMAQ and *Chicago Daily Times;* St. Louis, $13,373, KMOX and *St. Louis Globe Democrat;* Oklahoma City, $1,155.88, KOMA; Denver, $3,633, KOA and *Denver Post;* Jersey City, Newark, Union City, N. J., $2,122.10, WAAT, *Hudson Dispatch* and *Jersey Observer*; New York, $32,000, WEAF-WJZ; Pittsburgh, $1,000, all stations; Cleveland, $10,500, WHK-WCLE and five local papers; Hartford, $17,000, WTIC and *Hartford Courant;* Detroit, $14,789, WXYZ and *Detroit Times;* Richmond, Arlington, Alexandria, Va., $1,963, WMBG; Shreveport, Baton Rouge, Minden, New Orleans, $15,775, all stations and newspapers; Seattle, $9,155, *Seattle Star*; Wichita, Kan., $2,700, KANS, *Wichita Beacon;* Washington, $27,212.21, WRC-WMAL and *Washington Evening Star*; Lincoln, Neb., $200, committee sponsorship; Fort Wayne, Ind., $2,132, WOWO-WGL, *Fort Wayne Journal Gazette* and *News Sentinel;* Jacksonville, Orlando, Sarasota, Fla., $750, local and committee sponsorship; Philadelphia, $5,000 estimated, committee sponsorship; Columbus, O., $3,000 estimated, WCOL, WBNS, WHKC, *Ohio State Journal*; Tulsa, $2,000 estimated, KTUL; Portland, Ore., $5,000 estimated, committee sponsorship; Columbia, S. C., $800, committee sponsorship; Springfield, Ill., $7,250.

Special Stunts

An additional lump donation, estimated at between $5,000 and $10,000, is to be passed on to Detroit sponsors by CIO unions there, according to word reaching Washington headquarters. This is cited as an indication of the forceful appeal of the drive. In Hartford, it was stated, a parade held in conjunction with the campaign, featuring Elsie, the Borden cow, who ambled through the streets carrying coin buckets about her neck, netted $1,200. In New York the two NBC keys, WEAF and WJZ, carried 107 programs from the *Mile o' Dimes* stand as well as about 200 spot announcements.

In Florida a unique auction conducted by WKAT, Miami Beach, and WIOD, Miami, netted an additional $1,500 for the infantile paralysis fund. Broadcasting simultaneously from two different parties Jan. 30, a special medal made in honor of the Duke of Wellington and contributed by the Duke of Windsor, was placed on the auction block. With each party hearing the bids of the other by radio, the medal finally was sold for $1,500. Don McNeill, NBC *Breakfast Club* m.c., and Elsa Maxwell acted as auctioneers.

Operation Proves Fatal To Swagar Sherley, 69

SWAGAR SHERLEY, 69, former Chairman of the House Appropriations Committee and elder statesman among Washington radio attorneys for nearly two decades, died in Louisville last Thursday following an operation for a glandular ailment. A charter member of the Federal Communications Bar Assn. and active in its affairs, Mr. Sherley headed the law firm of Sherley, Wilson & Weaver. He represented a number of broadcasting firms in Washington, including WHAS, Louisville, and Don Lee. A close advisor of President Wilson during the World War, Mr. Sherley had practiced law in Washington since his retirement from Congress in 1919. He is survived by his wife and five grown children.

Farmers Get Market News by Radio

Speedy Air Reports Revise Sales Methods

By ANTHONY J. KOELKER
NBC Farm Editor, Chicago

"Q. S. T. Daily radio market report, Dec. 15. This daily report will give daily market prices. It is prepared by the U. S. Bureau of Markets, and released daily at 5 p. m. from the U. S. Bureau of Standards radio station. Receiving operators will please deliver reports to newspapers, county agricultural agents, farmers' organizations, shippers and others. Estimated livestock receipts at 7 markets. Cattle 34,200, calves . . . ."

With these words market news broadcasting was born back in 1920. Actually it was "wireless" and reception depended on amateurs to interpret the "dots and dashes". Scarcely a handful of amateurs heard that first message which went out from Washington but these amateurs proved most cooperative. They listened carefully to each dot and dash, then made copies of the reports, posted them in local stores where farmers gathered, and turned them over to newspaper editors, county agents and others who could help in spreading the news.

20th Anniversary

The 20th anniversary of that first farm market news "broadcast" was observed recently with a special program on the NBC *National Farm & Home Hour*. Appearing on the program were C.

W. Kitchen, chief of the Agricultural Marketing Service; Wallace Kadderly, chief of radio service for the U. S. Department of Agriculture; E. J. (Mike) Rowell, radio specialist in the Agricultural Marketing Service; and Market Reporters E. R. Biddle of New York, L. M. Wyatt of Chicago, and Frank H. McCampbell of San Francisco. These men, all veterans in the business of farm market news, traced the history of this important radio service from its modest beginning to the present day when 400 radio stations are sending out this information several times daily to an estimated 10,000,000 country homes equipped with radios.

In these 20 years many changes in market news reporting have been made. For example, in the New York market there has been a great decrease in the quantity of fruits and vegetables arriving by rail and a corresponding increase in the receipts by truck. Ten years ago one-seventh of the fruits and vegetables received in New York arrived by truck. Today, more than one-third come by truck.

It would have taken 80,000 railroad cars to bring in what came by truck last year. And those trucks bore license plates from 22 different States. This development served to speed up the process of getting the market reports out to the farmer

and other interested parties. Market and radio reporters found that the reports had to be gotten out earlier.

With good roads, trucks were being used more and more by nearby farmers who wanted to get their produce on the market at their convenience and just as quickly as possible. Now a broadcast is on the air at 6:30 each morning and covers trading during the previous three or four hours. These early morning reports make it possible for farmers within 200 miles of New York City to know, at 6:30 a. m., of the supplies, prices, and market conditions that prevailed up to 6 o'clock that morning.

Times Have Changed

In the Midwest, similarly, farmers are tuning in their radios as early as 6:15 a. m. for estimated live stock receipts and a summary of the market to help them decide whether to sell or hold. They have to know early in the day in order to get a trucker lined up and stock on the way in time to be sold that day.

The first broadcasts out of the Chicago live stock market were on the air in the late afternoon or early evening. Actually, they were a review of the day's trading. But the marketing of livestock has changed considerably in the last two decades and radio has played a vital part in helping the farmer get what his livestock is worth.

Lighter receipts at the big stockyards due to direct buying, auction markets, concentration points, interior packing plants, quick frozen meats etc., have changed the system of livestock marketing. Take the auction markets for instance. Instead of sending their livestock to the large public markets, as their fathers did, some farmers now sell at local auction markets. Many of these auctions do not start selling until their radio has given them reports from some of the big markets. The Chicago office of the Agricultural Marketing Service starts the day with a report on estimated receipts at about 6:30 a. m. Soon after trading begins there is an early flash on the wire to radio stations. Later, a mid-session report gives the trend of the market. Then, about 12:30, a final, complete report on the day's trading is prepared. Throughout the morning radio is carrying a running story to give the farmer the "feel" of the market.

What has been said of fruits and vegetables and livestock is, in general, typical of market news reporting on a long list of commodities. In fact, every farm commodity of major importance—cotton, tobacco, hay, grain, wool, and many others. The reporting is done on all the more important markets, that is, terminal markets such as Atlanta, Boston, New York, Philadelphia, Los Angeles, San Francisco and Portland.

From Shipping Points

Market news also comes from shipping points. For example, during the potato shipping season market newsmen are stationed at

Presque Isle, Me.; Waupace, Wis.; and Idaho Falls. With reports from these places available the broadcasters can quickly and accurately inform producers in any one part of the country about prices and supplies of potatoes in all parts of the country.

Many market news reporters broadcast one or more times daily direct from their offices, thus giving farmers and others information on supplies, demand, and prices while the news still has real value. In other places the market men send their reports to the stations by telephone and messenger. The press associations also provide extensive distribution of these reports direct to radio stations. Through this arrangement stations located at some distance from the nearest market news office are able to present reports comparable with those presented by stations in the market centers.

Twenty years ago most farmers didn't get their reports until the day after they were issued. Now they are getting them a full working day earlier, thanks to radio. Because of this service radio has become a necessity in the day by day business of the farmer. It has placed farmers and dealers on an equal bargaining basis. Until market news work began the only way a farmer had of finding out about the market was through a dealer or other financially interested party.

Now, as Mr. Kitchen pointed out, the importance of having the work done by an unbiased agency is recognized by farmers and dealers alike. And, assisting in realizing that objective, radio has taken market news to farmers quickly to provide the ruralist the equivalent of the businessman's ticker tape. Radio's contribution in this respect is one of its finest examples of cooperative service in the public interest.

Hour of Daytime Serials Will Be Started by MBS

AS PLANNED at the recent program directors' meeting, MBS on Feb. 24 will start a full-hour series of daytime script shows and will add two more five-minute news periods to its schedule, giving the network a news period or commentator every hour of the day.

Presented on a sustaining basis, the serials will be heard Mondays through Saturdays in quarter-hour periods between 1 and 2 p.m. They are: *We Are Always Young*, originating from WOR, New York; *Edith Adams' Future*, from WKRC, Cincinnati; *Helen Holden, Government Girl*, from WOL, Washington, and an as yet untitled show from WGR, Buffalo. The news periods will be scheduled at 12:55 p.m. and 3:55 p.m. daily.

Dick Mack Is Appointed To Direct Sealtest Show

DICK MACK has been appointed successor to Ed Gardner, Hollywood writer-producer of the weekly NBC-Red *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest). Joining the West Coast staff of McKee & Albright, agency servicing the account, he takes over the assignment on Feb. 27.

Mack, until a few weeks ago, wrote comedy for the NBC *Chase & Sanborn Show*, sponsored by Standard Brands (coffee). He had been on the J. Walter Thompson Co. Hollywood staff for five years. Gardner joins J. M. Mathes Inc., New York agency, as producer of the weekly CBS *Duffy's Tavern* which starts March 1 under sponsorship of Magazine Repeating Razor Co.

National Dairy Products Corp., effective Feb. 13 added 6 NBC-Pacific Blue stations (KFSD KTMS KGO KEX KJR KGA) to *Rudy Vallee Show*. KECA, Los Angeles, prior to that date, was the only West Coast station to release the weekly program, Sealtest having no market in that area. Kraft cream cheese is being advertised on the West Coast release, with J. Walter Thompson Co. taking a 15% cut on the commercial spots. Latter agency services the Kraft Cheese Co. account.

AMERICAN SAFETY RAZOR Corp., Brooklyn, advertising its new Gem "Clog-pruf" razor and Gem micromatic blades, will sponsor broadcasts of the weekly boxing bouts at the Bronx Coliseum on WMCA, New York. Program will be handled by Jimmy Powers, *New York Daily News* sportswriter, and Joe O'Brien. Company also sponsors Wythe Williams in a twice-weekly commentary on MBS. Federal Adv. Agency, New York, handles the account.

ADVERTISING PAGES REMOVED

Wheeler Charges Slanting of News

Seeks All Scripts Used of Net Commentators in 1940

CHARGING that radio news commentators have been "editorializing the news", particularly war news, Senator Wheeler, chairman of the Senate Interstate Commerce Committee, has requested all three national networks to furnish him lists of network commentators and their sponsors, along with a copy of commentators' scripts of the last year.

In a Feb. 12 letter to Fred Weber, MBS general manager, following personal conversations Feb. 10 with Harry C. Butcher and Frank M. Russell, NBC Washington vice-presidents of CBS and NBC, respectively, Senator Wheeler voiced his "editorializing" charge, declaring that "complaints of propaganda have become so numerous that official notice must be taken of them". Although radio commentators drew primary attention in the letter, Senator Wheeler commented that newspapers, columnists and motion pictures also were guilty. In addition to the list of commentators and their sponsors, Senator Wheeler requested the names of the president and board of directors of sponsoring corporations.

Claims Editorializing

"You will recall that just recently the FCC reprimanded a station in Boston for editorializing the news," Senator Wheeler declared in the letter. "In checking up on your commentators, I find that on the war issue particularly they have been not only editorializing, but in many instances propagandizing. I would like very much to have you send me a copy of the script of your commentators during the past year. Complaints of propaganda by the radio, by some of the newspapers, by many columnists, and the motion picture industry have become so numerous that official notice must be taken of them.

"When we passed the Communications Act we tried to write into that legislation provisions which would require all broadcasting chains and stations to give equal time to both sides of every public question. When the originating stations of the chain have generally given equal time to individual speakers on the more important public issues, I question whether or not their affiliates have done so, and sponsored news commentators on the chains have been quite one-sided on the great issue that is pending before the country at the present time, namely, the lend-lease bill, and the question of our own neutrality.

"If we are to preserve democracy in the United States, it is absolutely necessary on fundamental issues, such as granting dictatorial powers to the President, and the question of peace or war, that the people should be fully and impartially advised. The only way that Hitler or Stalin or Mussolini are able to keep their people in subjection is because of controlled press, radio and motion pictures."

Networks Respond

NBC made no formal comment on Senator Wheeler's charge, although indicating that Mr. Russell had supplied the Senator "with all the information he has requested of us".

CBS in a detailed statement declared it has maintained "a strict impartiality" in matters like the controversial lease-lend bill, noting that as of the time of its statement opponents of the lease-lend proposal have had more CBS time than proponents. The network statement declared:

"CBS allows no editorializing of the news by any of its news reporters or news analysts on either sponsored or sustaining programs. It requires of all announcers and news broadcasters a complete objectivity, free from personal bias or editorial slanting of the news. Moreover, as a company CBS maintains no editorial position of its own on any controversial public issues or on any aspects of the war.

"In the field of such questions as the lease-lend bill, CBS has maintained a strict impartiality, making time available to numerous spokesmen both for and against the legislation. At the moment our records show that CBS has carried 15 broadcasts on the lease-lend bill, and that the opponents of the bill have thus far had somewhat more time on the network than proponents. In thus maintaining a fair and open forum of public debate on great national issues, CBS is following its historic policy of assuming full responsibility to American listeners for the proper discharge of its obligation as a broadcasting network. In line with this policy, CBS is presenting both sides of the lease-lend question as effectively and fairly as it did in the Supreme Court controversy, the neutrality fight and innumerable other public issues during the past 10 years.

"These policies which CBS pioneered in network broadcasting are followed likewise by all eight of the stations which CBS operates. We will be glad to make available to Senator Wheeler the text of any news broadcasts in which he is interested, although to a large degree this material is received from the three great press associations. We feel confident that our news policies and care taken in their application have insured our audience a fair and accurate picture of world events so that listeners themselves are left free to come to their own conclusions, and we consider this to be one of the highest purposes which radio can serve in a democracy."

IT'S A GIFT IN CLEVELAND

Big Clothing Store Uses Prize Program Successfully And Idea Spreads to Other Communities

ROUND and round go the wheels at WCLE, Cleveland when *It's a Gift* is on the air, sponsored by Rosenblum's store. Carl Mack (right) describes spinning of wheel as Duke Lidyard (second from right) calls off the number selected by member of studio audience.

HERE'S the latest in successful programs with a cash give-away! It's called *It's a Gift*, created by Lustig Adv. Agency, Cleveland, for Rosenblum's, one of the country's largest charge account family clothiers, of that city. *It's a Gift* has been on the air for Rosenblum's over 100 consecutive 15-minute broadcasts on WCLE, Cleveland, 11:45 a. m. On Feb. 17 the program switches to 6:15 p. m. on WHK, Cleveland.

The new feature is a variety program featuring recorded music, a five-minute spot of news of the day and the newest in cash give-away ideas. As the above photograph indicates, three announcers handle the program, along with a sound effects man.

Wheels Three

Three large numbered wheels, placed on a permanent platform, are used to determine the names of the winners. These names are chosen from the City Directory of the town in which the program is broadcast. Consequently no telephone is needed to win. In fact, the winners don't even have to hear the program to get the cash award.

In Cleveland $20 is given, free, no strings attached, to a winner each day. Another feature of *It's a Gift* is a means of checking listeners and reaction. For an extra $5 is given if the winner calls the sponsor within a half-hour after the winning name is announced on the air. If the $5 is not called for, the money is given to the American Red Cross.

So far all but 12 winners out of over 100 winners have called for the extra $5. Queries and checks have shown that the program, at noontime, had one of the largest audiences of any daytime program in Cleveland. *It's a Gift* has been sold by Lustig Advertising Agency to Cherniak's in Windsor, Ont. (department store). Palace Credit Clothing Co. of Pittsburgh and Ray's (department store) of Dayton, O. Lustig Advertising has created a simple and fair system of numbering the wheels so that the City Directory may be set up easily and every name listed in the directory has an equal chance to win.

Applications of Stations For Symbols Are Denied

HOLDING that classification of stations under provisions of the FCC rules is "a matter merely of administrative convenience" and that "these classifications are not a source of any right in licensees or applicants," the FCC on Feb. 13 dismissed petitions of WQAM, Miami, Fla., and KFDM, Beaumont, Tex., for classification as III-A stations. The decision marked the first formal interpretation of the prerequisites of such classification.

The petition of WQAM requested not only III-A classification, but also that action upon its application for a power increase from 1,000 to 5,000 watts, top power limit for a III-A station, be deferred until final action by the FCC on the classification matter. WQAM operates on 560 kc., a regional channel. KFDM had requested the FCC to add "Class III-A" to its license, submitting the request as an application for modification of license. In both cases the FCC noted that "no provision is made either in the Commission's rules or in the authorizations which it issues for specifying in a permit or license or other authorization any classification such as is here requested".

Windmill Test

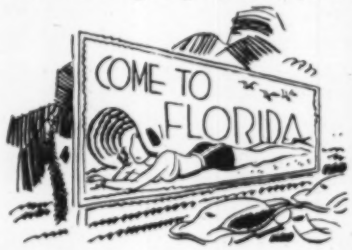
DEMPSTER MILL MFG. Co., Beatrice, Neb. (windmills), on Feb. 4 and 7 started a three-month test campaign of two-weekly five-minute programs on KMA, Shenandoah, Ia., and WIBW, Topeka, Kan. Campaign features a letter writing contest on "Why I Want a New Dempster Windmill". Ten windmills, or water systems, will be awarded for the ten best letters. Agency is Cole's Inc., Des Moines.

My-T-Fine Spots

PENICK & FORD, New York (My-T-Fine desserts) is sponsoring one-minute transcribed announcements four times weekly on the following 18 stations: KOMA KTUL WMCA WNEW WHN WCKY WFBR WFAA WGY WJAR WCSH WBRY WTIC WTAG WICC WNAC WMAS WLLH. Contracts are for 13 weeks through BBDO, New York.

YES, WE HAVE OUTGROWN OUR OLD CLOTHES, BUT WE LOVE IT

Compared to last September we're not only a bigger Blue, but a better Blue, and a better buy as well. There have been many changes made, changes that are outlined for you in the new Blue Rate Card. More about that later. Now we're going to take you traveling.



Where business is booming and the Blue Network is blooming. Latest move finds Station WSUN keeping its choice frequency, but expanding to full time with 5,000 watts night and day as the official new Tampa-St. Petersburg outlet for the Blue Network. With other progressive Blue Stations in Daytona, Orlando, Ocala and Miami Beach, no wonder that advertisers who "go to Florida" stay on the Blue all year.

Good news too from the Pacific Coast. For advertisers interested in regional campaigns, the Blue Network now announces a tailor-made schedule of Pacific Coast regional volume discounts, starting with 2½% for a gross billing of $350 per week on contracts of 13 weeks or more. (Advertisers using national Blue Network facilities as well, may combine their contracts for all NBC facilities and apply the *National* dollar volume discounts to their entire billings instead.)

There are now 97 Blue stations under the provisions of the Blue Network Discount Plan. They are located in the Money Markets, where the nation's buying power is concentrated. Thus more than ever, the bigger, better Blue gives clients with a modest budget national coverage at the lowest cost of any advertising medium . . . "Sales thru the air with the greatest of ease."

Your new NBC Blue Network rate card issued February 1st, tells you all these facts and more. By now you must have received your copy. *Read it carefully.* It will give budget-minded advertisers some brand new ideas. It will give agency time buyers more news than their morning newspaper. News about the 31 new stations affiliated with the Blue Network since last September . . . about power increases and improvements on the Blue . . . important news that says "Better Buy Blue."

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NAB to Promote Drive to Inform Public of Shifts

Educational Activities Are to Include Printed Broadside

DESIGNED to enable United States radio stations and their listeners to take Havana Treaty frequency reallocations in stride, the NAB last Friday announced a comprehensive national broadcast promotion, to start March 10 and culminating with Radio Moving Day on March 29, when Havana Treaty shifts are scheduled to go into effect. Plans for the educational promotion, developed by Arthur Stringer of the NAB Washington headquarters, were set out in detail in a large printed broadside mailed to member stations, manufacturers and servicemen's organizations all over the country.

Meanwhile, both the FCC and State Department were awaiting word from Mexico and Cuba regarding approval of the revised allocations as drafted at the engineering conference in Washington, Jan. 14-30. Mexico's approval is expected to be forthcoming shortly, at which time the official list of its allocations will be revealed.

Cuba Not Heard From

Thus far, no word has been received from Cuba, though it is expected approval will be received prior to the March 1 release deadline. If, by March 1, neither country formally has announced its allocations, the terms of the agreement will be regarded as having been accepted and lists will be released simultaneously in the signatory nations. Optimism still prevails and nothing is expected to happen that will in any way disturb the March 29 changeover.

The industry-wide effort to minimize the reallocation problem, particularly from the listener's point of view, emphasizes that the reallocation of 795 of the 883 stations in the United States is another forward step in the constant improvement being made in broadcasting, which has been carefully planned for several years to afford better overall program reception throughout the country. The NAB's Radio Movin' Day promotion centers attention on educating the listening public to resulting advantages and enlisting the active cooperation and participation of radio servicemen, with station operators and manufacturers closely coordinating their individual efforts.

Among suggested features for the reallocation promotion are official proclamations by mayors and governors of March 29 as Radio Movin' Day, as was done for last year's National Radio Festival. It also is suggested that local organizations such as Boy and Girl Scouts, Red Cross and various local officials be enlisted to put across the reallocation idea.

Other recommended features for individual stations or a group of stations in a single locality include special quiz shows designed to yield information on the why's and wherefore's of the reallocation, tie-ins through questions in regular quiz programs and man-on-street features and special spot announcements. Radio logs also would be distributed by servicemen, radio dealers or other merchants who could combine Radio Movin' Day promotion with advertising, using them for "door openers".

Other recommended features are transcribed or on-the-spot interviews or discussions with servicemen, developing the advantages and services, such as aligning receivers and re-setting push-buttons; brief dramatizations of the reallocation picture, drawing talent from servicemen and members of women's groups; dramatizations by high school dramatic clubs and classes.

Among suggested physical displays are a giant radio set with an exaggerated dial showing new frequency locations of all stations in the area, to be set up in spots of heavy traffic or business windows; posters along similar lines; milk bottle collars; newspaper advertising; handbills; envelope stuffers distributed by local utilities along with regular monthly bills. Station operators also are urged to hold rallies for servicemen preparatory to the opening of the campaign.

In addition to individual stations, all three national networks are developing plans for special programs tying in with Radio Movin' Day during the week of March 23. Each network also plans a special evening program to be broadcast just before March 29. Beginning Feb. 21, Dr. O. H. Caldwell, editor of *Radio Today*, is to devote his weekly NBC-Blue broadcasts to discussing various phases of the frequency shift.

FOLLOWING the presentation of a $100,000 miniature railway exhibit to the Museum of Science & Industry in an NBC broadcast late in January, Lenox R. Lohr, president of the Museum and former NBC president, gave a demonstration of the exhibit to three of his guests—(l to r) David Sarnoff, president of RCA and chairman of the board of NBC; Mr. Lohr; Edward J. Engel, president of the Santa Fe Railway, who made the presentation on behalf of his company, and General James G. Harbord, chairman of the board of RCA.

29 Stations Eligible for 50 kw. When Treaty Goes Into Effect

WHEN THE Havana Treaty allocations become effective March 29, potential 50,000-watt operation will be available to 29 stations which become unlimited time outlets on Class I-B or Class II assignments, according to an analysis of the Treaty assignment roster.

Excluded from this list are a substantial number of daytime stations which, under the Treaty terms and the FCC rules, nominally could procure the maximum power but for economic reasons probably would not find such operation feasible.

Several Applications

Under the FCC regulations and the Treaty terms, any station assigned to Class I-A, I-B or II facilities is eligible for 50,000 watts, assuming it conforms to engineering requirements specified in the Treaty standards and FCC rules. A number of the stations so situated already have filed applications for 50 kw. and in several instances the FCC already has granted the construction permits.

Several limited time or daytime stations may find it economically expedient to file for 50,000 watts. On the other hand, a number of the stations slated for fulltime operation on potential 50,000-watt assignments, may decide not to seek that power because of market, economic or technical considerations.

The stations listed as eligible for 50,000-watt operation, including those already under construction or for which applications have been filed, are as follows:

WLAW, Lawrence; KIRO, Seattle; KFAB, Lincoln; KGO, Oakland; KJR, Seattle; WCFL, Chicago; WINS, New York; WHN, New York; KTHS, Hot Springs; WAPI, Birmingham; WOV, New York; WOWO, Fort Wayne; WWVA, Wheeling; KEX, Portland; WLAC, Nashville; KGA, Spokane; WKBW, Buffalo; KOMA, Oklahoma City; KFBK, Sacramento; WMEX, Boston; KOB, Albuquerque; KQW, San Jose; KGGF, Coffeyville; KVOO, Tulsa; WQXR, New York; KMPC, Los Angeles; WMAZ, Macon; WNOX, Knoxville, KGU, Honolulu.

WTCM, Traverse City, Mich., is the latest station to join BMI, whose subscriber stations now total 670, the organization has announced.

Advertising Medal Given Armstrong

Ewald and Swing Honored At New York Award Dinner

MAJ. EDWIN H. ARMSTRONG, inventor of FM broadcasting, and Raymond Gram Swing, MBS news commentator, received two of the bronze medal radio awards, presented with 15 medals in six other classifications at the Annual Advertising Awards dinner, held Feb. 13 at the Waldorf-Astoria Hotel, New York.

A gold medal for distinguished services to advertising was presented to Henry T. Ewald, president of Campbell-Ewald Co., Detroit, advertising agency of which he was co-founder 30 years ago. Silver medals were given to Walter Dorwin Teague, noted industrial designer, and the Bureau of Advertising of the American Newspaper Publishers Assn.

Program Awards

Among the radio awards, Major Armstrong was cited as "the individual, who by contemporary service has added to the knowledge and technique of radio advertising," while Mr. Swing received the award "for excellence of sponsored news broadcasts". He is heard currently on MBS thrice-weekly under sponsorship of General Cigar Co., New York, for White Owl cigars.

Medal awards also were made "for outstanding skill in commercial program production" to Needham, Louis & Brorby, Chicago, for the *Fibber McGee & Molly* program, sponsored on NBC-Red by S. C. Johnson & Son, Racine, Wis., and to Lord & Thomas, Chicago, for the *Bob Hope* program, sponsored on NBC-Red by the Pepsodent Co., Chicago.

Speakers at the dinner included Mr. Swing; Bruce Barton, president of BBDO, New York; Arthur Kudner, president of Arthur Kudner Inc., New York, and William S. Knudsen, director general of production management of the U. S. National Defense Council.

WTCN, WHB Petitions Set for Joint Hearing

CONFLICTING applications of WTCN, Minneapolis, and WHB, Kansas City, to switch to 710 kc. and increase power were designated Feb. 11 for joint hearing by the FCC. At the same time the FCC granted in part a joint petition of WTCN and KSOO, Sioux Falls, S. D., to amend KSOO's application to shift from its present 1110 kc. assignment to 1250 kc., contingent upon WTCN's switch from 1250 to 710 kc. No dates have been set for the hearing.

WTCN, which operates with 1,000 watts night and 5,000 watts day on 1250 kc., is seeking a change to 710 kc. with power increased to 10,000 watts, using a directional antenna. WHB, at present on 860 kc. with 1,000 watts daytime only, also seeks the 710 kc. assignment and a power boost to 5,000 watts unlimited time, using a directional antenna.

Pioneers Receive Awards at Dinner

VWOA Pays Tribute to Work Of the Defense Board

WITH national defense as the keynote of its 16th annual dinner-cruise, held at the Hotel Astor, New York, Feb 11, the Veteran Wireless Operators Assn. honored the work of the Defense Communications Board in keeping communications as "the nation's first line of defense". The VWOA presented to the board the VWOA Marconi Memorial Service Award. William J. McGonigle, president of the VWOA, presented the plaque to James Lawrence Fly, chairman of the DCB as well as of the FCC.

Marconi Memorial Medals of Service were presented to Major General J. O. Mauborgne, chief signal officer of the Army, and to Rear Admiral Leigh R. Noyes, director of naval communications, both DCB members. George H. Clark, radio aide in the Navy, was awarded a Marconi Memorial Medal for History, for his work in compiling the "History of Radio".

Scroll for Nebel

A Marconi Memorial Scroll of Honor was given to Richard Nebel, radio aide to the signal officer, second corps area. A paralysis victim since the age of three, Mr. Nebel is prominent in the ranks of amateur wireless operators and the award cites him as "a splendid example of how those unable to serve in the active forces in the national defense may serve their country." A similar scroll was presented to David Sharp for outstanding radio service as a ship's operator in 1915.

Arthur A. Isbell, Lieut. Comdr., United States Naval Reserve (retired), received a Marconi Memorial Wireless Pioneer Medal for his work in radio's early days. This presentation was made at a VWOA dinner in San Francisco, held concurrently with the one in New York, as were similar gatherings in other cities throughout the country. Honorary memberships in VWOA were tendered to Chairman Fly, General Mauborgne, Admiral Noyes, Niles Trammell, NBC president, and George Bailey, president, American Radio Relay League.

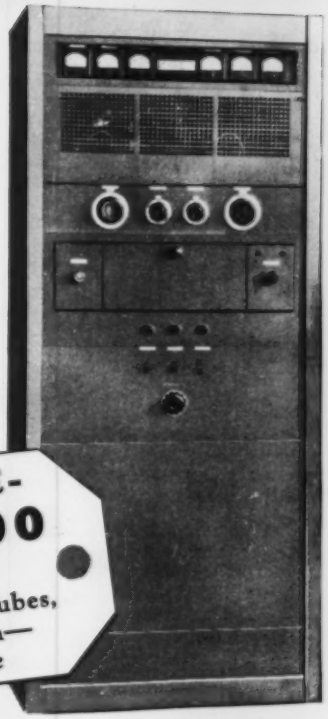
Awards were made during an NBC broadcast from the dinner and from Washington, D. C., where General Mauborgne and Admiral Noyes, detained on official business, acknowledged their awards. Dr. Lee de Forest, honorary president of VWOA, addressed the group by telephone from Los Angeles.

WWL's Regular 50 kw.

PENDING a special experimental authorization in existence for several years, the FCC Feb. 11 authorized fulltime operation of WWL, New Orleans, on 850 kc. with 50,000 watts. Heretofore, technically, it has been authorized under its regular license to share time with KWKH, Shreveport. KWKH, however, for the past several years has operated fulltime on 1100 kc., clearing the way for WWL fulltime. It also uses 50,000 watts.

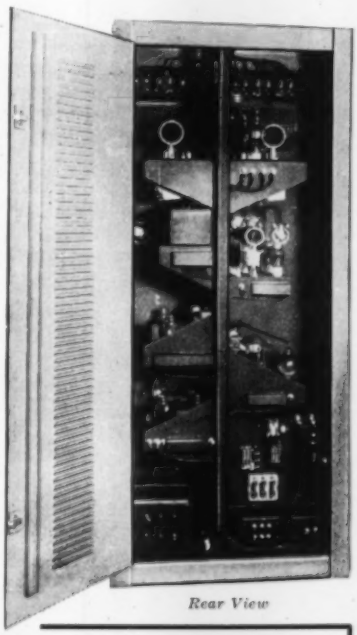
Achievement in a Price Tag!

"They said it couldn't be done" . . . but Gates ingenuity and engineering skill have developed the now famous S251 Transmitter — an achievement in economy and operating performance!



COMPLETE PRICE-
$1785.00
Including One Set of Tubes, One Crystal and Oven— and Ready to Operate

Front View



Rear View

Get The Important Facts Now!

Write today for the technical bulletin which gives complete data and details on the Gates American S251 Transmitter. Consult us without obligation.

GATES' MODEL S251--100 and 250 Watt BROADCAST TRANSMITTER

Gates American has provided the answer to stations whose limited budgets and revenues made the installation of first class broadcasting apparatus either impractical or impossible. Many stations who have constructed composite transmitters—will agree that the price of the S251 is lower than the cost paid for parts alone. Today, the S251 Transmitter has won universal acclaim in engineering circles for its fine performance and the fact that it is within the range of the most restricted budgets. A volume production basis and simplified assembly and wiring have enabled us not to "meet a price", but to create a high quality "streamlined" transmitter to compete with any station on the dial.

Interesting is the fact that both network stations and independent stations are using the S251 Transmitter. It comes complete with tubes, crystal and oven, self contained speech amplifier and ready for connection to the 73 ohm transmission line and the 110 or 220 volt power line. Available in 100 or 250 watts, fully approved by the FCC.

The Features At A Glance:

- 1. A new Low in Transmitter Cost
- 2. New Mechanical and Electrical Design
- 3. Modern Low Cost Tube Complement
- 4. Completely Metered Throughout
- 5. High Efficiency, 70% or Better
- 6. Extreme Low Noise and Distortion Content
- 7. High Fidelity Response
- 8. Massive Design; Modern Appearance

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

Traffic Jam Confronts FCC In Allocating FM Facilities

New York Confusion May Be Followed by Similar Situations in Other Major Market Regions

WITH TEN applications pending for the four remaining frequencies for FM stations in the New York metropolitan area, the FCC has met with its first serious problem in this field. Several pending applications have been set for competitive hearing, as will others expected to be filed.

Possibility that similar situations will arise in other major markets, such as Chicago, Los Angeles, Boston and San Francisco, also is foreseen. Having already granted seven FM applications in New York, more or less on a first come-first served basis, out of the total of 34 authorized for the country, the FCC may find it necessary to reappraise its whole allocation policy. At the hearings on the pending New York applications, dates for which have not yet been set, it is entirely possible that additional testimony will be sought to ascertain whether a new allocations policy can be established, to make available additional facilities in major markets.

Adjacent Assignments

Under the present allocations structure, 22 channels are set aside for Class B or major metropolitan area service, such as that specified for New York. Because all stations will be horizontally competitive as to coverage, the area specified for New York of approximately 8,500 square miles means that adjacent cities, like Jersey City, Newark and Trenton, all fall within its allocation sphere and block out assignment on Class B facilities in those areas.

The present channelling system specifies allocation of every other frequency, rather than adjacent frequencies, in the same area. Thus, with 22 Class B channels available for New York, only 11 assignments can be placed in that metropolitan area. New York thus far is the only city in which the grants or applications exceed the number of channels available.

If the FCC should decide to reappraise its allocation policy, consideration may be given to the suggestion, advanced by leading engineers, including Major Edwin H. Armstrong, distinguished FM inventor, that adjacent channel allocations be made. This, if adjudged technically feasible, would make possible allotment of additional stations in a given metropolitan area for Class B facilities.

The FCC took formal cognizance of the situation at its meeting Feb. 11 when it designated for hearing the FM applications of WBNX, New York, and Bremer Broadcasting Corp., which operates WAAT, Jersey City, but seeks a New York assignment. Also set for hearing was the FM application of the City of New York, which operates the non-commercial WNYC, for an FM station. Other pending applications for New York include the *New York Daily News* and Knickerbocker Broadcasting Co., operating WMCA. It is expected that a number of other applications will be filed. Reports are current that the *New York Times* intends filing for FM.

The decision to set competitive hearings follows the pattern established early in the advent of regular amplitude modulation broadcasting. The demand for facilities in the late '20s far exceeded the supply. Consequently, hearings were scheduled generally to select the best qualified applicants.

Providence Case

While New York City is the only metropolitan area thus far having more applications than facilities, the FCC on Feb. 11 also designated for hearing the application of Outlet Co., Providence, operating WJAR, for an FM station. Seeking an area of 44,300 square miles, the FCC concluded that the facilities sought were out of line with the trade area specified for Providence. It is presumed the applicant seeks to set up a New England station, more or less competitive as a Class C outlet with stations already sought for Paxton and Worcester, and which are slated for hearing.

With some two dozen standard stations in the New York-New Jersey metropolitan area, it is concluded that eventually each will seek an FM assignment. Moreover, non-broadcasting interests proposing to enter FM probably will accellerate the competitive pace, since it is now indicated that saturation may be reached quickly in the major markets.

Possible allotment of another of the channels reserved for television for FM service already is being discussed. Such a step would resurrect the controversy of last year between FM and television. FM acquired the original television channel No. 1, ranging from 44 to 50 mc., as a result of the bitterly fought hearings last year. Moreover in some quarters it is thought that even the allotment of another 6,000 kc. television channel, providing 30 more 200 kc. FM frequencies, might be only a temporary help, since in order to provide absolutely free competition of the character proposed, there might be as many as 100 applications for stations in the New York-New Jersey area.

Whether the saturation situation will invade secondary markets, as well as the major ones, is problematical. Under the FM rules, six channels are allotted for Class A service in cities having a population of less than 25,000, or for purely local coverage. With an every-other-frequency allocation and duplication possible at very close mileage separation, it is thought these facilities will be more than adequate.

Then, with 22 channels assigned for metropolitan area service in cities of greater than 25,000, this problem will only be serious in the foremost markets, now having more than 11 standard broadcast stations, it is thought. In the Class C group, comprising areas including substantial rural territory, seven frequencies have been set aside. Some difficulties already have developed in connection with assignment of these frequencies.

New York Applicants

Applications for FM facilities in the New York area pending before the FCC are:

Wodaam Corp. (WNEW) — 46.7 mc., 8,500 sq. mi.; Bremer Broadcasting Corp. (WAAT) — 47.1 mc., 8,500 sq. mi. (designated for hearing); FM Radio Broadcasting Co. — 48.3 mc., 8,500 sq. mi.; WBNX Broadcasting Co. — 47.5 mc., 8,500 sq. mi. (designated for hearing); Muzak Corp. — 44.5 mc., 8,500 sq. mi.; City of New York, Municipal Broadcasting Co. (WNYC) — 46.7 mc., 8,500 sq. mi. (designated for hearing); Edwin H. Armstrong—43.1 mc., 15,610 sq. mi. (Class C); News Syndicate Co. — 44.7 mc., 8,500 sq. mi.; New Jersey Broadcasting Co. (WHOM) — 47.9 mc., 8,500 sq. mi.; Mercer Broadcasting Co. (Trenton, N. J.) — 44.7 mc., 3,200 sq. mi.; Knickerbocker Broadcasting Co. (WMCA)—48.3 mc., 8,500 sq. mi.

The seven commercial FM construction permits already authorized in the New York area are (power is shown in megacycles, coverage in square miles and standard broadcast affiliation designated, if any):

W71NY, Bamberger Broadcasting Service (WOR)—47.1 mc., 8,500 sq. mi.; W87NY, Columbia Broadcasting System (WABC)—48.7 mc., 8,500 sq. mi.; W55NY, William G. H. Finch—45.5 mc., 8,500 sq. mi.; W59NY, Frequency Broadcasting Corp., Brooklyn—45.9 mc., 8,500 sq. mi.; W63NY, Marcus Loew Booking Agency (WHN) — 46.3 mc., 8,500 sq. mi.; W75NY, Metropolitan Television — 47.5 mc., 8,500 sq. mi.; W51NY, National Broadcasting Co. (WEAF-WJZ)—45.1 mc., 8,500 sq. mi.

Winant Considered

THE NEW Ambassador to the Court of St. James, John G. Winant, almost became the "czar" of the broadcasting industry several years ago, at the time reorganization of the NAB was being effected. Mr. Winant, confirmed as Ambassador to Great Britain by the Senate last Monday, was considered along with Neville Miller, who was finally selected for the post, and several other prospects. Mr. Winant is former governor of New Hampshire and was the first director of the Social Security Board. He was supported for the NAB post by Elliott Roosevelt, then vice-president of Hearst Radio Inc., during the 1938 reorganization.

NOW THEY LOOK LIKE THIS

PHOTOGRAPHS ON PAGE 14 in the same (l to r) order: Clem J. Randau, business manager of United Press handling radio as well as newspaper contracts, who was officer in charge of Flying Field 7 at Issoudun, France, later serving with the 22d Squadron, 2d Pursuit Group of the First Army during the Meuse-Argonne drive; William S. Hedges, NBC stations v.p., photographed upon graduation from the School of Military Aeronautics at Austin, Tex., in 1918, before going to Fort Sill to get his commission as second lieutenant in the Observers School, where he learned radio as well as bombing technique; Marion Kyle, head of the Los Angeles advertising agency bearing his name, who quit Stanford in 1916 to join the Lafayette Escadrille, fought with it nine months at the front, won the Croix-de-Guerre, then was transferred to the U. S. Army Air Corps in July, 1918, to be assigned as instructor in the bombing school at Clermont-Ferrand.

Skelly on 'Barn Dance'

SKELLY OIL Co., Kansas City, Mo. (Skelgas), on Feb. 22 starts sponsorship of the last half-hour available of the *WLS National Barn Dance*, Saturdays, 10:30-11 p.m. (CST). Contract is for 52 weeks. Henri, Hurst & McDonald, Chicago, is agency. The program, now completely sponsored, is heard from 7 to 11 p.m. (CST). Complete list of sponsors and times represented are: Pinex Co. (cough remedy) 7-7:30; Keystone Co. (fences) 7:30-8; Miles Lab. (Alka-Seltzer) 8-9; Murphy Products (poultry and live stock feeds) 9-9:30; Prairie Farmer (publication) 9:30-10; Philip Morris (cigarettes) 10-10:30; Skelly Oil Co. (Skelgas) 10:30-11.

It's confusing, in a nice sort of way, keeping tab on these surveys of advertising trade-paper preferences of agency executives and radio advertisers. Confusing, because every time we turn around there's a new one. Nice, because they all tell the selfsame story . . . BROADCASTING *tops with time buyers.* Here's the current lineup:

1 **Transcription Firm Survey:** 1,000 national advertisers and agency men picked at random from McKittrick's. BROADCASTING received nearly as many votes as choices two through six combined.*

2 **West Coast Station Survey:** Agency men coast-to-coast asked which of twelve advertising trade publications are best bets for station promotion. BROADCASTING voted No. 1.*

3 **Station Representative Survey:** Agency executives queried to determine which of three leading magazines carrying this reps ads was best read. BROADCASTING tops again.*

4 **Midwest Station Survey (just completed):** Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you". BROADCASTING tops.*

5 **Eastern Stations Survey (just completed):** 160 agency executives mailed postcards worded, "If I were buying trade paper space for a station I would use . . ." Nine publications were listed. BROADCASTING way on top, with nearly as many first mentions as all eight others combined.*

* Names furnished on request.

BROADCASTING ...TOPS with TIME BUYERS!

The Weekly Newsmagazine of Radio
Broadcast Advertising

They put the finger on KPO

And we mean it literally. 124 radio dealers in 70 cities—scattered over 35 Northern and Central California counties—were recently asked what stations their customers most frequently request on push-button type automatic tuning installations. *Every one listed KPO.* And KPO was the *only* station listed by every one.

There are still choice spot availabilities to be had on KPO. Ask your NBC Sales Representative about them. Or write or wire KPO direct.

Represented Nationally by NBC Spot Sales Offices in New York, Chicago, San Francisco, Boston, Cleveland, Denver, Washington and Hollywood.

KPO
SAN FRANCISCO
50,000 WATTS · 680 KC.

Merchandising & Promotion

Staff Recipes—Planes for Capt. Midnight—Free Radio and Candy—Richmond Window

A COOKBOOK built on recipes of talent has been assembled and published by WFBL, Syracuse. The 64-page book contains pictures and biographies of the WFBL stars and staff, along with recipes. It was developed as part of the promotion drive for the recent power increase to 5,000 watts at night.

Each commercial account of the station was offered a half-page in the book for each program on the station. Each staff member rated a half-page. Cover is a Du Pont washable material. Keyed announcements are used to provide distribution. The first 2,500 copies distributed had a return postage paid questionnaire with survey questions.

WFBL is making the collected material available to other CBS stations. Its publicity staff handled all work on the book, which contains 114 recipes, 103 halftones and numerous small cuts.

* * *

Plane Promotion

ESTIMATES BY the Chicago office of MBS indicated that more than 1,000 planes throughout the country participated in a special promotional venture Feb. 8-9 for the Wonder Co. (Ovaltine) serial, *Capt. Midnight*, heard over 86 stations. Members of Capt. Midnight's radio club, the Secret Squadron, were told to look for signals from the air by planes that would dip their wings twice at intervals as a message from their commander. Only members of the club would know the meaning of the signals, as it had been explained in a secret code mesasge decipherable only by those possessing one of the club's code-o-graphs. WGN, Chicago, was responsible for 127 planes performing the maneuvers. This promotion will be repeated at regular intervals upon order of Capt. Midnight.

* * *

Richmond Display

IN THE Sears-Roebuck store, Richmond, Va., WRVA promotional material occupies the center display window. The store is located in the heart of the shopping district. Aside from two prominent maps illustrating WRVA's coverage in and outside of Virginia, the WRVA display material includes photos of network stars heard on the station and shots of the WRVA special events staff in action. WRVA service in public education is also highlighted in the window display.

* * *

Fruit for Coffee

BUNN CAPITOL Wholesale Grocers, Springfield, Ill. (Golden Age Coffee), is currently sponsoring a thrice-weekly quarter-hour musical program, *Golden Age Caravan*, on WCBS, Springfield. Each week the Caravan representative delivers, in person, a pound can of Golden Age Coffee to four housewives. In the event the housewife has a can of this brand coffee on hand, the sponsor sends her a case of assorted canned fruits. Account was placed direct.

For Smiths Only

AN INVITATION to all listeners of Chicago named Smith to attend the first in a series of broadcasts at WGN, Chicago, Feb. 28, has been issued by Frank P. Schreiber, WGN station coordinator. The occasion will be the premiere of *Whispering Smith*, a serial based on a book of the same title by Frank Spearman, first published in 1906.

Whispering Smith is a legendary character whose name is associated with the stories of the winning of the West. When danger threatened he lost his voice and was able to speak only in a whisper. He was a supermarksman and a friend of presidents and section hands alike. Only those who spell their names S-M-I-T-H will be admitted to the first broadcast, with variations of that spelling excluded. The series directed by Blair Walliser will be heard each Friday, 7-7:30 p.m. (CST), and photos depicting the episodes of the series will be published in the Graphic section of *The Sunday Tribune*.

* * *

Grab Bag Trio

NO CONTEST, no boxtop is involved in *Furniture Grab Bag*, sponsored on KWK, St. Louis, by Franklin Furniture Co. Featuring recorded dance music, the program offers a daily piece of furniture as prize. Three grab bags contain numbered capsules. Those in the first bag correspond to number of pages in telephone directory; in second are four capsules for number of columns per page; in third are 121 capsules, maximum number of listings per column. Grand prize of a suite of furniture is awarded each Friday. Consolation prizes are awarded to those not answering when their numbers are called.

* * *

Following the Major

RESPONSE to *Major Bowes Amateur Hour*, sponsored by Chrysler Corp. on CBS, is bigger than ever in the program's seven years on the air, according to the Bowes office, which reports that in January the Major honored four cities he had honored three years before with the following increases in telephone calls: Detroit, 1182%; Cleveland, 400%; Philadelphia, 200%, and Baltimore, 200%. The program's CAB rating for January is up 10% from December and BMI, citing these increases, points out that since Jan. 1 only BMI music has been used on the show.

* * *

Information Swap

WPTF, Raleigh, has made an arrangement with the local leading theatre to promote interest in the radio show and movie brief *"Information Please"* Station runs a series of announcements when the picture is having a run at the theatre. In return, the station has had a streamer made which is shown directly after the presentation calling attention to the radio broadcast on WPTF each Friday evening.

LANDING a one-year contract for quarter-hour news periods daily on WSUN, St. Petersburg, Fla., the station's newly-established merchandising division got busy and plastered these eye-compelling placards on the front of the delivery fleet of the sponsoring Bell Bakeries. Here are some of the fleet units.

* * *

Radio and Candy

FOR longest list of first names coined from the words "Starkist Flotation Toothpaste", Starkist Co., San Antonio, will give Crosley combination radio-phonograph. Best daily entries get candy. Six daily announcements promote the contest on southwestern stations. A carton must be enclosed with each entry.

* * *

Window at Sears

BY AN arrangement with the local Sears, Roebuck & Co. store, promotional material of WRVA, Richmond, is being used as a window display. A huge coverage map of WRVA has been set up as a background upon which photos of WRVA and network talent are shown.

BROCHURES

NBC-Blue — Blue-and-white folder "Rating Ourselves as Advertisers Rate Us", telling client activities since the creation of the Blue sales department last July, together with a letter signed by Edgar Kobak, NBC vice-president, enumerating new Blue "improvements".

WFIL, Philadelphia—Mailing piece, employing the "hitch your wagon to a star" theme, giving statistical information about the Quaker Network, regional, originating with WFIL.

WCAR, Pontiac, Mich.—"Financial Statement" folder giving mail results for various sponsored programs on the station, incorporating, coverage and market figures and testimonials.

NBC, Hollywood—Illustrated folder, "Inside Story of the Longest Success in Radio's History", relates success of *Richfield Reporter* [BROADCASTING, Jan. 27].

WGN Concert — Twelve-page blue folder picturing talent available through the bureau's New York, Chicago and Hollywood offices.

CBS—Booklet in olive and white listing CBS and WABC national accounts with an insert of recent trade paper advertisement citing network coverage.

KFYR, Bismarck, N. D.—Blue and white folder charting the renewal records of the station's national accounts.

WQXR—New York—A new coverage map, based on the station's increase to 5,000 watts.

"HIGHLIGHTS OF THE BIBLE"
"THE ALDRICH FAMILY"
"BETWEEN THE BOOKENDS"
"HOW DID YOU MEET?"
"BRIGHT IDEA CLUB"
"ORPHANS OF DIVORCE"
"RAISING A PRESIDENT"
"MANHATTAN AT MIDNIGHT"
"MR. DISTRICT ATTORNEY"

NBC and the Novachord

Writes Ken R. Dyke, NBC's director of national sales promotion: "The adaptability of the Novachord to the varied demands of radio program production is obvious when you glance at some of the NBC programs on which we use the instrument."

Yes, the Hammond Novachord *is* versatile—amazingly so! Whether a station is large or small . . . whether the broadcast is local "fill-in" or coast-to-coast network . . . whether the requirement is a fanfare, signature, incidental background, or rich, colorful music that can carry the full weight of entertainment—the Novachord's marvelous resources make it *ideally* suited to radio. Right there at the artist's fingertips is a thrilling array of enchanting instrumental effects—flute, violin, English horn, clarinet, trumpet, saxophone, and many more!

Easy to play . . . conveniently movable . . . and unmatched in the wide scope of its usefulness, the Novachord has proved in countless instances to be one of the most *practical* and *profitable* musical investments a radio station or a network can make. That's why NBC has *three* Novachords in its Radio City studios alone!

Give *your* programs the added element of enjoyment the Novachord can supply. Investigate this marvelous new instrument . . . hear it . . . play it YOURSELF and see how EASY it is! Find your nearest Hammond dealer in the classified telephone directory. Or, for the portfolio of *Novachord Experience in Radio*, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

NBC Artist Rosa Rio, here shown at one of three Novachords in the Radio City studios, was one of the first to play this fascinating instrument on the air—introducing it on RCA's "Magic Key" program two years ago. Currently, her Novachord music is heard on "Between the Bookends," "Clark Dennis, Tenor" and "Raising a President".

Play the Novachord as you'd play a piano, for mellow piano-like tones. Then turn the Tone Selectors and bring in delightful effects of violin, trumpet, guitar, flute, English horn, and many others!

See...Hear...Play

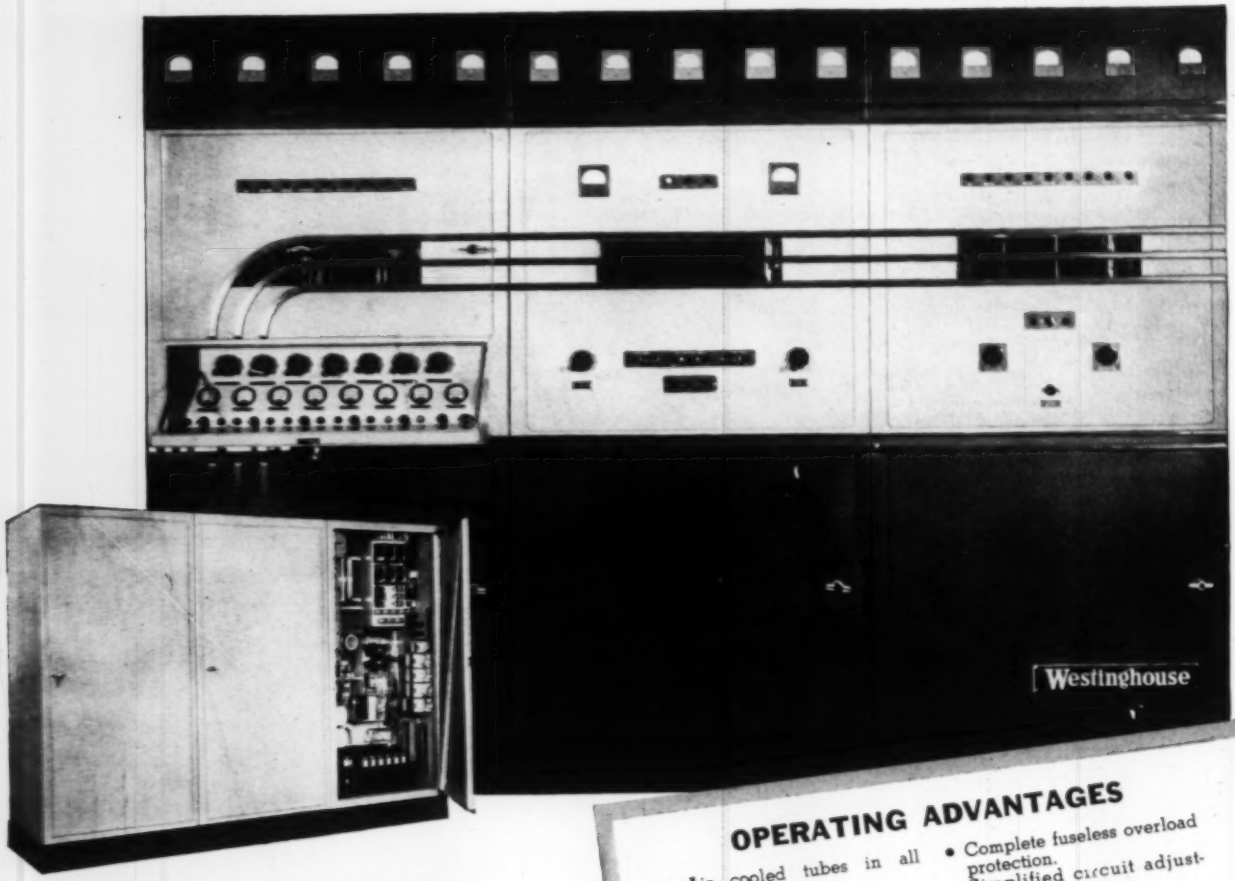
The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

$1445

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

it's the 5HV ★★



3 metal cubicles make up this one attractive unit

The exciter, radio frequency power amplifier, and modulator cubicles are attractively designed to form a single unit when assembled. Finish is two-tone lustre gray with chromium trim.

OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Low operating costs.
- Except for the rectifier supplying power to the amplifier and the class "B" modulator, metal rectifiers are employed throughout.
- Inductive neutralization is employed in all radio frequency stages requiring neutralization.
- Equalized feedback.
- Compressed gas condenser.
- Complete fuseless overload protection.
- Simplified circuit adjustments.
- Automatic control is realized.
- Conservative operation of all tubes.
- Current and voltage indicators are provided in all circuits where such instruments are normally desired.
- Split second switching to 1 kw reduced power.

WESTINGHOUSE ELECTRIC

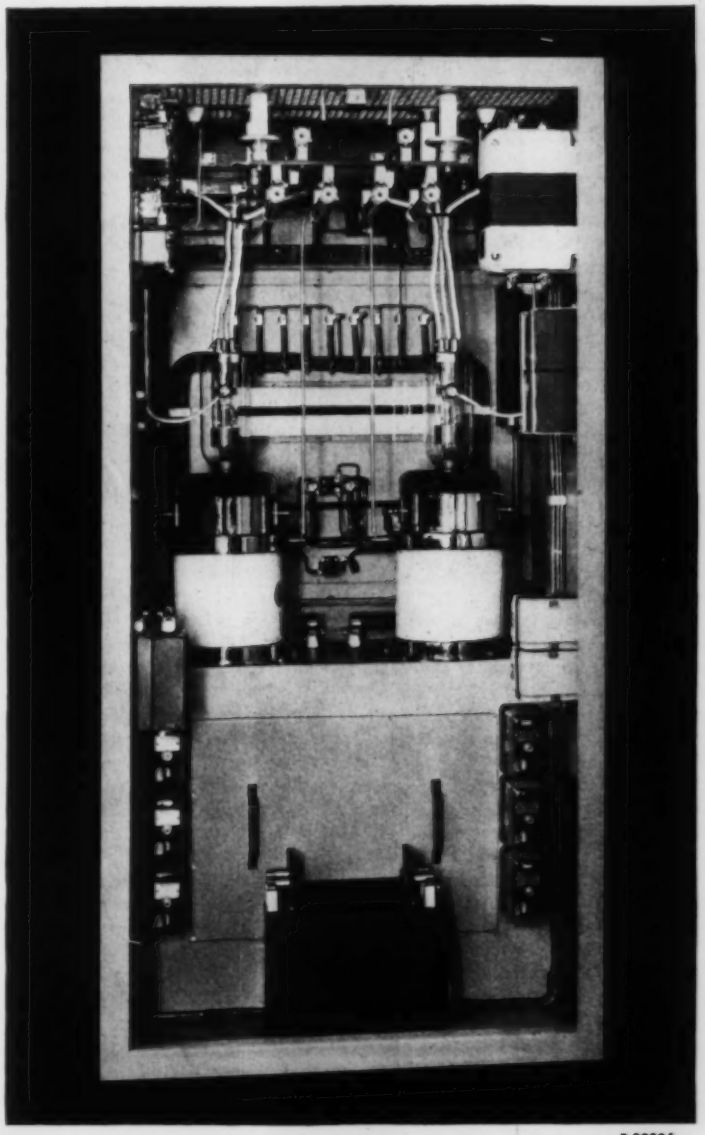
Westinghouse

★★ FOR "PHILADELPHIA'S OWN STATION"—WPEN
FOR HARTFORD "HEART OF CONNECTICUT"—WNBC

Two NBC stations go to 5,000 watts with the new Westinghouse 5 kw transmitter

With increased power WPEN and WNBC will now give advertisers a new opportunity to reach ALL of the great Philadelphia and Hartford markets. The typical Westinghouse 5-HV transmitter is illustrated at the left. The transmitters installed by these two NBC stations will each consist of three cubicles with two additional racks holding the measuring and antenna phasing equipment.

After looking over the entire field of equipment available for 5 kw operation WPEN and WNBC selected Westinghouse 5-HV transmitters. The distinctive operating advantages of this equipment are a natural result of radio station operating experience since the earliest days of radio broadcasting.



★ When the rear door of the modulator cubicle is opened all component parts are within easy reach. The two 891-R air-cooled modulator tubes have convenient handles for lifting them from air jackets.

J-08034

BROADCAST EQUIPMENT

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $5.00 per year—15c a copy ● Copyright, 1941, by Broadcasting Publications, Inc.

Don't Give It Away

IT WAS ONLY natural for radio to follow the course of least resistance when it took its first faltering steps as an advertising medium some 20 years ago. It borrowed generously from its distinguished contemporary, the newspaper, by adopting many of the sales and promotional practices, mainly because radio's early personnel came principally from the city rooms and business offices.

In one respect, however, it is now evident that broadcasters erred in their aping of newspapers. "Merchandising", born of an unhealthy competitive yen to outdo the other fellow whatever the cost, is the Frankenstein. Newspapers, both in advertising and circulation, have gone to almost ludicrous extremes. And now radio may be in for the same thing.

If the present trend continues in that all-encompassing field which "merchandising" appears to cover, it is conceivable that it will be to radio what the "double feature" is to the cinema. Fundamentally, the problems are not dissimilar. "Merchandising" really isn't anything more than getting something for nothing. You buy a program and you may get free spot announcements, letters to the trade, personal calls on dealers and distributors, and space in other media spotlighting the radio campaign. Then, you may get window displays, calls on prospective retailers, "point-of-purchase" exhibits, and maybe even the distribution of your product, if you (His Exalted Honor, the Advertiser) howl loud enough.

All this is so because the account or the agency can furnish written proof that the competitive station offered to do it, or that it is being done by competitive media. The station doesn't want to lose the business, and often will compromise. The upshot is that the station in effect is rebating to the advertiser, because much of that "merchandising" service is out-of-pocket expense.

The broadcaster quotes on his rate card only one commodity—time,—just as the publication should sell only white space.

There should be rigid limits on the type of "merchandising" offered, and so far as possible it should be uniform. Perhaps there should be teaser announcements on a new program, but they should be limited. There also should be a limit on the number of letters sent to distributors, and other sales aids. Anything over the maximums specified should be billed at cost, and uniformly throughout the industry.

An NAB convention is coming up in St. Louis May 12-15. We think the Sales Managers' Committee should bring in a definite proposal, projected as an amendment to the commercial section of the NAB code, providing both floor and ceiling on merchandising helps. Such a provision should be voluntarily invoked before the situation gets out of hand.

FM Saturation?

IF THERE are any lingering doubts about FM being viewed as radio's newest bonanza one has only to scan the New York scene. Saturation is evident even before the new commercial radio medium gets under way.

The FCC collided with this sudden realization last week. It found that on its first-come-first-serve basis, it had already granted seven of the eleven assignments available for the nation's radio hub. And already on hand awaiting action were ten applications for the four remaining channels. At least a dozen others are known to be in preparation. The answer was the designation for hearing of the applications ready for action, with others slated for competitive "dog fights".

Under the allocations structure provided by the FCC after months of consideration, eleven stations constitute the maximum for any metropolitan area. There are some two dozen standard broadcast stations in the New York metropolitan area, falling within the "sphere of economic influence" prescribed in the FCC FM rules. All of them cannot be accommodated, and the FCC's expressed desire of infusing new blood into FM correspondingly is limited.

What exists today in New York is destined to happen perhaps in a dozen major markets. Thus, it is evident that the supply will not equal the demand even before FM has been accorded a real trial. Present AM broadcasters feel they must get into FM for their future economic salvation. And the glamour of radio has attracted outside capital.

What the answer will be must await future developments. It may be found technically feasible to assign FM stations on adjacent channels, rather than on an every-other-channel system, as now prescribed. But there are those who feel even that would be only a temporary expedient.

Those in radio have learned long ago that the word "impossible" is not in the radio lexicon. Both the technical and economic answers will be found when it becomes essential. "Saturation" was reached in standard broadcasting a dozen years ago, but for better or for worse, the number of standard broadcast stations has doubled since then.

Guestitorial

HOW TO BECOME AN ANNOUNCER

By WALTER HAASE
Program Manager, WDRC, Hartford

RECENTLY, we hired an announcer. Scores of applications came in from all over the country, and they were of such style and variety that I thought it would be a good idea to tell announcers just what station managers expect.

We are buying a voice, a personality, making an investment. And the transcription applications that we get must convey to us a great many things. Here are a few basic facts which should go into every application for an announcer's job:

In the first place, many who sent in transcriptions didn't seem to have much of an idea of what would be expected and accepted in an audition. This extended to men who had had considerable experience.

To illustrate: Two announcers submitted interviews with another announcer. In one of these cases, the interviewer was so bad the entire effect of the transcription was spoiled. In the other, the man doing the interviewing was much better than the applicant! Don't try tricky things on transcriptions. These are supposed to mirror your best work, and that alone.

Among the transcriptions received, every style, size, make, speed, and kind were represented—some even made on home recorders! Many were poorly labeled or not at all. Many were very poor in quality. Many were scratchy. Here's some advice: Get the best transcription-maker you can find, and the best possible material. Label the transcription clearly with the date, your name and address, specifying the speed and whether inside or outside start.

The material chosen by many announcers who submitted transcriptions was poor. A transcribed audition should contain material of the type used day in, day out, over most of the stations in the country. This includes long and short commercial announcements, news, something to show ad-lib ability, some serious music commentary to show familiarity with musical terms, foreign names and phrases. If an announcer has a specialty—sports, swing, street interviewing, serious music—this should also be included. The ad-lib portion of the audition might well be an autobiographical sketch with emphasis on radio experience and aims and ambitions in radio.

Ability to write commercial and sustaining continuity is an asset to any announcer. If you have this ability, don't hide it behind the teletype. And don't say you can write; throw in a few samples. Two or three announcements on the transcription and several more in the letter accompanying the disc will suffice. Writing is not absolutely vital—but it's a help. If you type well, write your own letter.

Why not give a full 15 minutes to the audition—one side of a 16-inch disc? If you expect to be given final consideration, this disc should represent the best work you can do. The script should be carefully rehearsed, timed, and gone over until it is as good as you possibly can make it. When applying for any job, you put your best foot forward. How doubly important this is, when you can't talk to your future em-

(Continued on page 37)

We Pay Our Respects To —

GLENNY FRANKLIN BANNERMAN

FROM Canada's national advertisers steps chubby 44-year-old Glenn Bannerman to head the Canadian Assn., of Broadcasters as its first full-time paid president-general manager. No newcomer to radio, Glenn Bannerman has seen many phases of the industry in the last eight years, but always as the representative of one or all national Canadian advertisers.

Latterly he has been closely in touch with the industry and its problems, for as president of the Assn. of Canadian Advertisers he waged the fight as the national advertisers' representative against the banning of sponsored newscasts which the Canadian Press and the Canadian Daily Newspaper Assn. had requested from the Government as a wartime measure.

A Logical Choice

His close association with the broadcasting industry, as chairman of the radio committee of the ACA and as president of the ACA, brought him in contact with most broadcasting station owners. He attended each of the past four national CAB conventions. Thus it was not strange that, when the CAB at its convention in Montreal Jan. 20 decided to have a paid president-general manager, the name of Glenn Bannerman was most voiced by individual broadcasters as the logical man for the job if he could be wooed from his post as advertising and merchandising manager of the Hudson Motors of Canada Ltd. In mid-February he officially moved into his new position, severing many years in the advertising field to take on the leadership of advertising's most rapidly growing medium.

His work on the newscast situation during the last year provided his second important contribution to the Canadian broadcasting industry. It was in 1935, when he was assistant sales manager in charge of advertising for the Canadian division of the Hudson Motor Car Co., that his first major contribution was made. At that time the parent company in Detroit was broadcasting a network program which went to two NBC outlets in Canada, CFCF, Montreal, and former CRCT, Toronto. Bannerman wanted to bring this program to other Canadian cities and had completed all plans when his request for a network was turned down by the then ruling body, the Canadian Radio Broadcasting Commission.

As a result he brought the problem to the ACA, was made chairman of a newly formed radio committee and presented a brief before the Parliamentary Committee investigating radio broadcasting in Canada early in 1936. This had an important bearing on the scrapping of the Canadian Radio Broadcasting Commission and the formation of the present government-owned Canadian Broadcasting Corp., which has brought many national advertisers as network sponsors to Canada from the United States.

Born in West Gwillimbury, some 45 miles north of Toronto, Dec. 9, 1896, Glenn Bannerman first came to Toronto in 1913. With the outbreak of World War I, he enlisted with the 2nd University Company and went overseas, where he served from 1915 with the Princess Patricia Light Infantry, the famous Princess Pats. He was awarded the Medal of the British Empire. He left the Pats in 1917 to accept a commission with the South Staffordshire Regiment and was promoted to acting captain on the field. On returning to Canada he completed his course at University of Toronto, was business manager of the university's daily newspaper, *The Varsity*, and in the summer of 1926 became for a short time secretary to Vincent Massey, now Canadian High Commissioner to Great Britain, first Canadian Minister Plenipotentiary to Washington.

In the summer of 1927 he joined the Toronto office of Advertising Service, now Cockfield Brown & Co., to learn the advertising business. Convinced after some time that advertising was not his forte, he resigned, and the following month, Dec. 8, 1928, to be exact, married Jean Elizabeth MacKay of Hamilton, Ont. Determined to stay out of advertising, he was nevertheless persuaded to join the mail order catalogue division of the Robert Simpson Co., a national chain department store organization. After two years with the Simpson organization he resigned and joined the Ronalds Advertising Agency Toronto.

With this agency he made his first radio contacts, directing the production of dramatic programs for L. O. Grothe, Montreal cigarette manufacturer. Here he met and worked with Edgar Stone, now of the commercial department of the Canadian Broadcasting Corp. Asked to handle the Hudson Motors account in connection with the inauguration of the Terraplane in Canada, he did such a good job that when the Hudson people set up a Canadian organization they asked the agency to release him to be their sales manager in charge of advertising for Canada.

As president-general manager of the CAB, Glenn Bannerman plans to put into operation his tried plan of informal round-table conferences to thrash out any problems which may arise. While he will

(*Continued on page 38*)

Personal NOTES

FRANK E. MULLEN, NBC executive vice-president and general manager, has been elected to the board of directors of the American Forestry Association. Mr. Mullen, well known in the conservation field, receiving a degree in forestry at Iowa State College, and organized and conducted the first radio broadcast for conservation in the early 1920's.

FOSTER W. FORT, manager of the Marshall studios of KFRO, Longview, Tex., has resigned to join the *Longview News-Journal*.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected president of the local Kiwanis club.

KEN SOBLE of CHML, Hamilton, Ont., and Metropolitan Broadcasting Service Ltd., Toronto, became the father of a daughter Feb. 5. The same day he received word that CHML had been granted a power increase from 100 watts to 1,000 watts under the Havana Treaty re-allocations.

HENRY ROOT, for more than 35 years in advertising sales work in San Francisco, for newspapers and radio, on February 10 rejoined KYA, San Francisco as account executive. He resigned two years ago to join KJBS.

MORTON SIDLEY, formerly advertising manager of a large San Francisco dry goods firm, recently was added to the sales staff as account executive at KSFO, San Francisco.

WALTER DAVISON, for the last year NBC Hollywood national spot sales account executive, has resigned to become sales manager of KMPC, Beverly Hills, Cal.

MRS. DOROTHY LEWIS, vice-chairman, Radio Council on Children's Programs, who recently completed a nationwide survey of this field, will guest on the March 5 *Quiz Kids* program, sponsored by Miles Laboratories on NBC-Blue.

FRED W. BORTON, general manager of WQAM, Miami, and Mrs. Borton, left Feb. 12 for a trip to Mexico City, and will return March 4.

M. AUSTIN KING, well known in Pacific Coast radio and advertising, and formerly editor of *Radioshow*, a *Los Angeles Daily News* weekly supplement, has been appointed manager of the newly created client service department of KFXM, San Bernardino, Cal.

CHARLEY CALEY, commercial manager of WMBD, Peoria, Ill., has been named general chairman of the 1941 Peoria Community Fund drive, for which a quota of $240,000 has been set.

JOHN T. PARSONS, of the sales staff of WNBC, New Britain, Conn., on March 1 is to join WBRK, Pittsfield, Mass., as commercial manager, succeeding Bruff W. Olin.

GEORGE B. STORER, chief owner of WWVA, Wheeling; WSPD, Toledo, and other stations, and Mrs. Storer are spending February and March at their winter home on Surfside Ave., Miami Beach, Fla.

AL PETERSON has joined the sales staff of WHBF, Rock Island, Ill.

HON. STANLEY CRICK, Lord Mayor of Sydney, Australia, has been elected a director of the Macquarie Network, Sydney.

JOHN H. FIELD Jr., sales manager of WPTF, Raleigh, N. C., has been named 1941 chairman of the sales manager's division in the 4th District of the NAB.

WALLACE DUNN, formerly advertising manager of the *Norman* (Okla.) *News*, has joined the sales staff of KOCY, Oklahoma City.

GEORGE TARTAR has joined the sales staff of KOCY, Oklahoma City. He was formerly with the *Norman Transcript*.

ROCCO L. TITO, sales manager of WHDL, Olean, N. Y., resigned recently to join WERC, Erie, Pa., as commercial manager.

F. J. HEALY, a director of Hygrade Sylvania Corp., has been elected a vice-president. He will continue to manage the lamp division with headquarters at Salem, Mass.

MILO B. ROBERTS has joined the sales staff of WING, Dayton, O.

RAY TYREE has been appointed sales manager of WPID, Petersburg, Va. He succeeds the late E. B. Pickard who died suddenly Feb. 1 [BROADCASTING Feb. 10]. Mr. Tyree formerly was connected with WDNC, Durham, N. C.

D. F. SCHMIT, with RCA Mfg. Co. and its predecessors for 15 years in various important engineering positions and most recently with the new products division, has been appointed coordinator of the activities of the radio, record, cabinet and production engineering divisions.

JACK WALLACE, formerly program director of KRBC, Abilene, Tex., has been named general manager of KBST, Big Spring, Tex., sister station of KRBC. He is succeeded by Frank McIntyre, formerly news editor of KGVO, Missoula, Mont. Steele McClanahan, formerly of WCMI, Ashland, Ky., and WNOX, Knoxville has been named sports director of KRBC, and Don Phillips has been added to the KRBC announcing staff.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, and the Quaker Network, Feb. 10 was named as one of five honorary colonels of the 111th Infantry, Pennsylvania National Guard. The appointment was made at a dinner at the Poor Richard Club. The 111th issued its first honorary colonelship to Benjamin Franklin in 1749.

BEHIND the MIKE

BOB ELSON, sports announcer of WGN, Chicago, will make a baseball movie for Republic Pictures in Hollywood this summer.

PAUL FOGARTY, producer of WGN, Chicago, is producing a comic strip, *Draftie*, based on his experiences as a captain of U. S. Infantry during the World War.

JOE NOVENSON formerly part-time announcer of WPEN, Philadelphia, rejoins the station in a similar capacity after a spell at WIP, Philadelphia.

LAWRENCE MENKEN, radio scriptwriter, has been appointed director of the Radio Workshop of the National Youth Administration, New York.

NELSON CASE, CBS announcer, recently broke his leg during a skiing trip to Stowe, Vt., but is continuing his announcing of the *Kate Hopkins* program, sponsored on CBS by General Foods Corp., from a wheelchair. His work on the *Ask-It-Basket* program, sponsored by Colgate-Palmolive-Peet Co., has been taken over by CBS announcer Matt Crowley.

WARREN GERZ of the NBC press department, New York, recently became the father of a baby boy, Warren Allen, Jr.

ROBERT LOCKWOOD, announcer of WELI, New Haven, leaves Feb. 23 to serve a year in the National Guard.

MARVIN CADE, announcer of WKBN, Youngstown, is the father of a baby boy, Richard Warren, born recently.

ODETTE LEVET, of the program department of WWL, New Orleans is convalescing from a recent appendectomy. Until his return, Joel Lang is assuming his duties.

VIC PAULSEN, announcer-operator, formerly of KJBS, San Francisco, resigned that post to join the announcing staff of KFRC, San Francisco.

LARRY ALEXANDER, announcer, formerly of WDNC, Durham, N. C., has joined the staff of WSB, Atlanta.

JOHNNY HACKETT, sports announcer, has joined the staff of WING, Dayton, O.

AL BECK, junior college student, and new to radio, has joined the announcing staff of WKBZ, Muskegon, Mich.

WENDELL ADAMS of the CBS production department has been appointed supervisor in charge of CBS popular music sustaining programs, by William H. Fineshriber, CBS music director. Mr. Adams, who has a master's degree in music from the Eastman School of Music, Rochester, N. Y., joined CBS in 1936 as assistant to Julius Mattfeld, CBS music librarian.

JULIAN FORD, announcer of WRVA, Richmond, has been elected secretary of the Richmond Theatre Guild.

AL GODWIN, sports announcer of WWL, New Orleans, was injured slightly in a railroad accident while returning from the Southern Bowling Tournament at Knoxville.

MILDRED W. CARLSON

JUST ten years ago Mildred W. Carlson presented her first *Home Forum* broadcast over WBZ-WBZA, the Westinghouse stations in Boston - Springfield, and this home economics participating feature has continued daily without interruption ever since. After being graduated from the U of Connecticut, Miss Carlson became a hospital dietician, then joined the food research laboratories of the Childs restaurant chain and then became kitchen manager for the famous Alice Foote MacDougall restaurant chain in New York. In 1930, while an instructor in Boston's famed Miss Farmer's School of Cooking, she came to WBZ-WBZA. In 1934 she published her *Favorite Radio Recipes*, which is still a housewives' bible in many a New England kitchen. Her *Home Forum* has such participators as John Morrell & Co., Dromedary Products, Ten-B-Low Ice Cream Mix, Bill B. Van's Pine Tree Soap and Oakite. She is a prominent Boston clubwoman, member of Boston's Altrusa Club, lecturer and interior decorator. Her hobby is collecting unusual and practical gadgets, carvings and leather objects.

JOHN GATELY, new to radio, has joined the announcing staff of WCBS, Springfield, Ill.

BILL BRASILL, formerly of KFJZ, Fort Worth, has joined the announcing staff of KRBA, Lufkin, Tex., succeeding Chief Announcer Bill Pharr, who left Jan. 10 for military training in Oklahoma. Joseph Kinser, new to radio, has joined the staff.

ESTHER SIPPLING, head of the continuity department of KSO-KRNT, Des Moines, is convalescing from an appendectomy.

CHARLES TIGNER, for the last year on the announcing staff of KWKH, Shreveport, La., on Feb. 15 left radio to become manager of a theatre in College Station, Tex.

DOROTHY DOERNBECHER, formerly program director of KVI, Tacoma, Wash., is planning to enter the U of Southern California to work for a master's degree in international relations.

TOM McKEE formerly of WJTN, Jamestown, N. Y., has joined the announcing staff of WPIC, Sharon, Pa.

JACK FOGARTY, former high school teacher, has joined the reorganized news department of WCPO, Cincinnati. The news staff also includes Tom McCarthy and Tim Elliot.

RUTH KEATOR formerly of WGY, Schenectady; WIBX, Utica; and more recently with KPO-KGO, San Francisco, recently joined the staff of KYA San Francisco, as home economist and is known on the air as *Kathryn Allen*.

GEORGE FISHER, commentator on the twice weekly quarter-hour MBS *Hollywood Whispers*, sponsored by Marrow's Inc., has been signed by Hollywood Feature Syndicate to write a column similar to his radio program. It will be released to 62 newspapers.

GEORGE MATHEWS of KOA, Denver, general office staff, has resigned to join the Army. His successor is Betty Brown, formerly of a local advertising agency.

LEONARD FINCH of CBS Hollywood publicity staff and Nancy Fogwell, production manager of John H. Riordan Co., Los Angeles agency were married in the latter city on Feb. 7.

HELENE HERIC secretary to David Young, KHJ, Los Angeles, continuity director, has been appointed assistant to Robert A. Shepherd music librarian of that station and the Don Lee network. She succeeds Frances Fusfield, resigned.

FOUR HOLLYWOOD radio announcers are being used as narrators on film trailers for the Warner Bros. picture *Meet John Doe*. They are Reed Kilpatrick, Wendell Niles, Frank Goss and John Deering.

RAYMOND RUFF, head of the traffic department of KOMA, Oklahoma City, has absorbed the duties of the promotion department. Claudine French, formerly program director of KWFT, Wichita Falls, Tex., has joined KOMA as woman's editor and assistant to Mr. Ruff.

NEIL NORMAN, program director of WIL, St. Louis, married Helen Jean Mulac of Pittsburgh Jan. 18.

BOB RAWSON, formerly of WILL, Urbana, Ill., has joined the announcing staff of WIL, St. Louis. Frances Mary Rice, from KWK, St. Louis, and Margaret Hanken have been added to the continuity department.

TED COURTNEY, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WTRY, Troy, N. Y.

AMBERT DAIL has been placed in charge of music at WBTM, Danville, Va. He replaces Earl Hoteling who has joined WLVA, Lynchburg, Va.

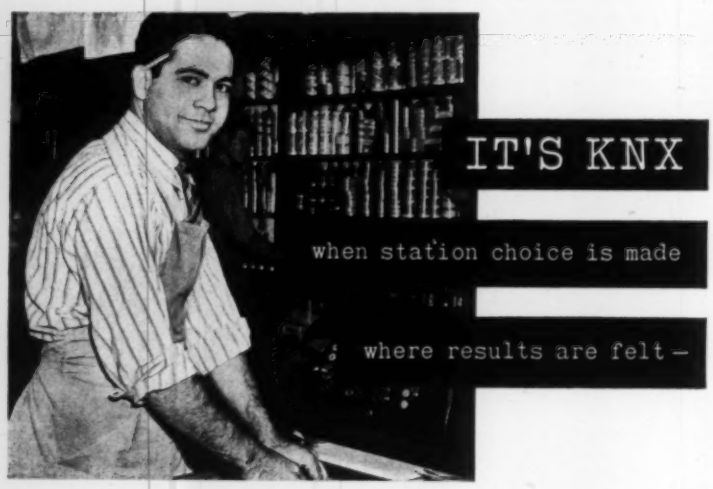
H. V. KALTENBORN, NBC New York commentator, now on a lecture tour, is to originate his network programs from Hollywood, Feb. 25 to March 16, inclusive.

JOE FORD, formerly of WSGN, Birmingham, WMBC, Detroit, and KTBS, Shreveport, has joined the announcing staff of WIOD, Miami. Mrs. C. R. Collins, prominent in parent-teachers and educational work in Miami, has been appointed WIOD educational director.

HAROLD AZINE, for the last three years of the WLS, Chicago, continuity department, on Feb. 17 joined WBAL, Baltimore, in a similar capacity. Before leaving the Chicago station he was presented with a traveling case and wallet by the staff.

CHARLES CURTIS, formerly of KVFD, Fort Dodge, Ia., is the latest addition to the announcing staff of KYSM Mankato, Minn.

ANTON LEADER, program director of Roger White Productions, New York, and previously a production director of WMCA, New York, has joined the NBC producing staff.



"Which Southern California radio station is doing the biggest job of moving grocery items off your shelves?"

We put the question to Gilbert Carrasco of the G & M Super-Market in Santa Barbara, 85 miles north of Los Angeles, and like most men on the Southern California retail sales front, Mr. Carrasco answers "KNX!"

"When things are advertised on KNX we feel it here in the store. Customers begin asking about them," he said.

KNX LOS ANGELES

Southern California retailers recognize KNX as their most potent sales-building factor. Naturally, the tune-in choice of most Southern Californians is the choice of retailers for its power to move merchandise

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System • Represented by RADIO SALES

WTCN 5000 Watts Day 1000 Watts Night NBC

MINNEAPOLIS - ST. PAUL'S best buy!

FREE & PETERS, Inc., National Representatives

WALTER COMPTON and Ted Dunlap, announcers of WOL, Washington, have been incapacitated by illness while Steve McCormick, Robert Diehl and Carl Hess, also of the announcing staff, are convalescing.

DON FAUST, formerly of WKRC, Cincinnati, has replaced Robert Brooks, army draftee, on the announcing staff of WOL, Washington.

ART PAGE, farm program director of WLS, Chicago, during the month of February is scheduled to speak before a Father and Son banquet at Yorkville, Ill., Adult Agricultural group at Marengo, Ill., and a Farmer-Rotary banquet at Fairbury, Ill.

JACK HOLBROOK, newscaster of WDGY, Minneapolis, has returned to the station after a six months leave of absence to organize the program department of the new WGTC, Greenville, N. C.

LEON OIECIUCH, manager of the Polish department of WHOM, Jersey City, has been selected to play the part of editor of an Italian-American newspaper in a forthcoming "March of Time" film.

JIM RANDOLPH, continuity chief of KVOO, Tulsa, Bill Wright, KVOO staff vocalist, and J. B. Lake, of the announcing staff are joint owners of the local Rock-a-Bye Baby Laundry.

THOMAS B. SMITH, program director of WFIL, Philadelphia, Al Spera, announcer, and Kay Smith, staff vocalist have left for military training at Indiantown Gap, Pa., as volunteers.

Norman Reed Is Named WWDC Program Chief

RESIGNATION of Norman Reed, for the last year manager of WBAB, Atlantic City, to join the new WWDC, Washington, as program director, was announced Feb. 8 coincident with the appointment of John L. McClay, WBAB staff announcer, as his successor.

Mr. Reed in his new capacity will rejoin Edwin M. Spence, manager and part owner of the new Washington local, which expects to begin operation in mid-March. Mr. Spence was the original manager of WPG, Atlantic City, and Mr. Reed was program director of the station and became its general manager when Mr. Spence joined the Hearst Radio organization as head of WBAL, Baltimore.

Mr. McClay has spent his entire radio career under Mr. Reed. He joined the WPG staff in 1938 as a student announcer and shifted to WBAB, along with Mr. Reed, when WPG was deleted a year ago.

Hillybilly Fame

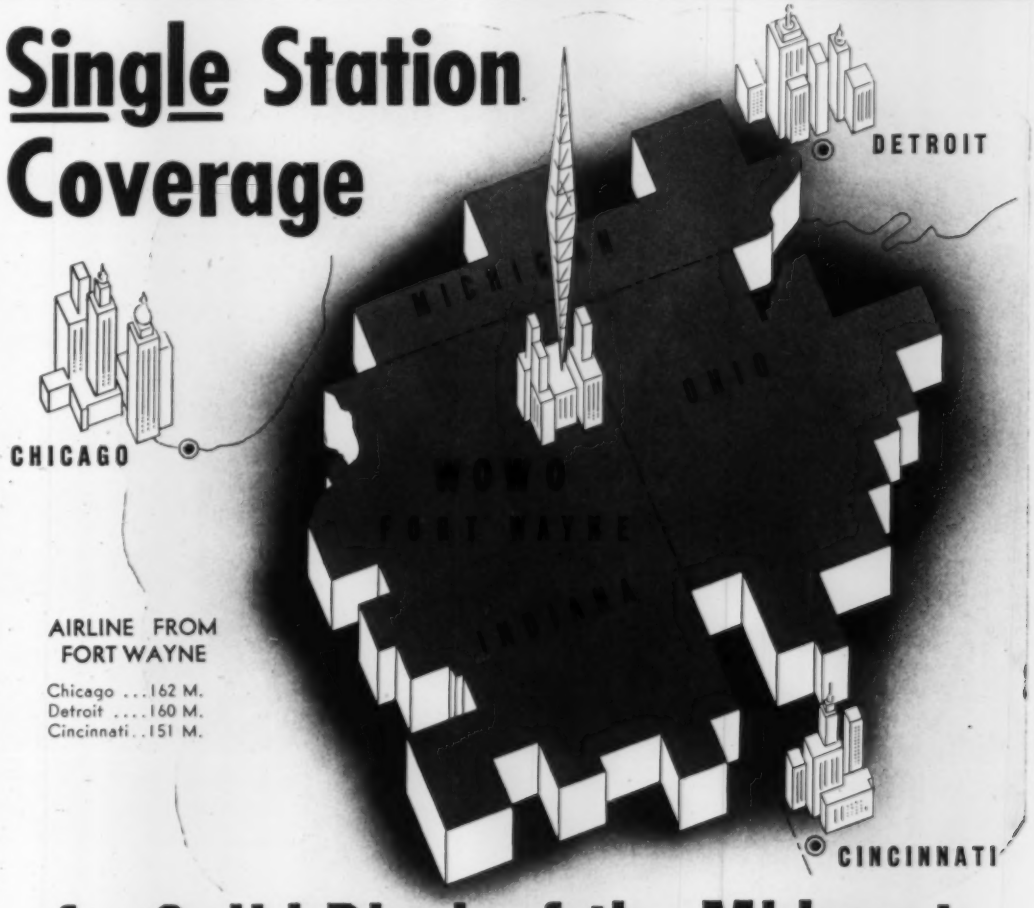
SONS OF THE MOUNTAINEERS, hillbilly trio of WWNC, Asheville, N. C., get the thrill of their lives Feb. 17 in Washington. They have been invited to sing at the White House before Mrs. Eleanor Roosevelt, wife of the President, and guests in a presentation called "American Folk Songs". Trio consists of Wade Mainer, Tiny Dodson, and Jack Shelton.

Finance Spots in West

PERSONAL FINANCE Co., Hollywood, through Anderson, Davis & Platte, that city, with local office tie-in, on Feb. 3 started a daily quarter-hour public service program, *Auction Block*, on KTRB, Modesto, Cal. Firm is also using an average of 40 spot announcements weekly on KERN, Bakersfield, and KTMS, Santa Barbara. In addition a daily quarter-hour newscast is sponsored on KTUC, Tucson, with a thrice-weekly 15-minute musical program featuring Ruthie Reece, on KOY, Phoenix.

EL Paso
A "natural monopoly" $118,786,000 market is best reached by
KROD
the Southwest's newest station - the only
Columbia Outlet
serving the REAL SOUTHWEST

Single Station Coverage



AIRLINE FROM FORT WAYNE
Chicago ...162 M.
Detroit ....160 M.
Cincinnati..151 M.

# of a Solid Block of the Midwest

More than 2¼ million prosperous city and farm folk live and spend their earnings in these 62 rich counties of Indiana, Ohio and Michigan. WOWO is the only single station in a geographical position to reach effectively this solid block of the Mid-West.

WOWO
FT. WAYNE, IND.
10,000 WATTS

Indiana's Most Powerful Broadcasting Station

WESTINGHOUSE RADIO STATIONS
REPRESENTED NATIONALLY BY NBC SPOT SALES

They Have Our Number

In all this territory, twirling to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. Proof? Try—

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

Purely PROGRAMS

HUNDREDS of gallons of gasoline are given away weekly on the new *Texaco Tele-Quiz program heard* twice-weekly on WGBR, Goldsboro, N. C. Would-be contestants must register with a local Texaco dealer. Names are selected at random and the persons called by telephone, with the two-way conversation picked up for broadcast. The contestant is given 30 second to answer a question. Top award is 50 gallons of gas free, with the award dropping each five seconds to 35, 25, 20, 15, 10 gallons. A clock ticks in background and a gong sounds each five seconds. The program was originated by Harry Bright, WGBR production manager, who presides as The Old Fire Chief on the quiz.

Chinese on Air

PART the Chinese have played in California since the beginning of the State is being told on *Tales of the California Chinese* presented weekly on KSAN, San Francisco. The series is prepared by the California Chinese Historical Society. William Hoy, research editor of the Society, appears at the microphone. This feature is a part of the KSAN *Chinese Hour*, released nightly 10-11.

* * *

High School Quiz

A NEW weekly half-hour quiz show, *Acree's High School Aces*, designed to stimulate interest in American history, started Feb. 8 on WGN, Chicago. The program is broadcast before a studio audience of 100 high school boys, with a group of four, one from each of four different high schools in Chicago, taking part in the broadcast. The questions are prepared under the direction of L. Hubbard Shattuck, director of the Chicago Historical Society. Cash awards in the amount of $10 first prize, second $5, third $3, fourth $2 are given to boys partaking in the broadcast. Listeners are requested to send in questions and for each question used submitter receives $10, as does the person answering correctly the greatest number of questions.

Minor Omission

PERPLEXED and annoyed was Fletcher Wiley, Hollywood ad-lib commentator on his five-weekly quarter-hour CBS program sponsored by Campbell Soup Co., recently, when during a masterly discussion of matrimony, he had to be almost forcibly reminded to sign-off. Then, to his dismay, he realized he had converted a coast-to-coast commercial into a simple sustaining program by never once mentioning his sponsor. Five minutes later, a long distance telephone call from New York revealed that Campbell Soup Co. was also aware of the omission.

Faculty Meeting

CONDUCTED on the order of a town meeting, a new weekly half-hour series has been launched by KSFO, San Francisco, in cooperation with the international relations committee of the Faculty Club of the U of California. The broadcasts are conducted by a group of professors. Two professors open the program, one taking each side of a proposed question, expounding thesis and antithesis for the first half of the period. The last half comes from the floor of the Faculty Club meeting room.

* * *

Flying Adventure

FANTASTIC adventure series, *Latitude Zero*, has started on NBC-Pacific Red network. Quarter-hour weekly series is written and directed by Ted Sherdeman, and presents the exploits of five men who roam the seas in an epic flight for their ideals. Featured are Fred Shields, Jimmie Eagles, Vin Haworth, Lou Merrill and Edwin Max.

* * *

And Now, Bub

OZARK philosophy is highlighted in a new program *Time to Burn*, on KYW, Philadelphia. Bub Burns, brother of radio's Bob Burns, offers folklore and songs of the Ozark mountain folk.

SKIPPER AND CREW look mighty happy with their trophies emblematic of first place in the initial Winter Penguin Regatta, sponsored by Gen. C. B. Blethen, publisher of the *Seattle Times*. They are Paul Morris, announcer - engineer of KRSC, and Marge McMicken, who deals out general information at KIRO, Seattle. The pair early in February topped a stiff field, piling up a total of 51¾ points to their nearest competitor's 39, in Morris' *Penguin Mike Fright*.

* * *

Hangar Quiz

ORIGINATING in an airplane hangar at the Army Air Corps Technical School at Lowry Field, the new quiz program, *Test Flight*, started Feb. 14 on KLZ, Denver, under a six-month sponsorship by Adolph Coors Co., large brewing concern making its radio debut. The weekly program, written by Derby Sproul, KLZ production manager, pits Lowry soldiers against one another for cash prizes running as high as $100, a portable radio, and gag gifts. An audience of three to four thousand soldiers is expected at each show, with Bud Thorpe as m.c. and Bob Harris as announcer. W. W. MacGruder & Co., Denver, handles the account.

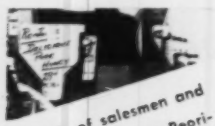
* * *

Eye Dramas

LIVING DRAMAS in the science of vision, *Learning to See*, written by Philip Van Slyck, are being released Sundays on KROW, Oakland, Cal. The series is sponsored by two local optometrists.

It's a
Stowe-A-Gram Production!
SCRIPTS
★ "The SPELLING MASTER"
It's an audience builder —and it's "tops" in one man shows that sell!! Write for Rights!
RADIO SINCE 1924
Arthur W. Stowe
P. O. BOX 151
CANOGA PARK, CALIFORNIA

"I heard about Grape Nuts Flakes over WMBD! Man, what a breakfast food!"



The thousands of salesmen and saleswomen who serve Peoria area's 610,000 people RESPOND to WMBD advertisers!

Out of the urban homes in Peoriarea come 303,140 people to buy—out of the rural homes come 306,865 to buy. They represent an almost 50-50 balance between thriving industry and rich agriculture—spending $471,000 every single day. And the only radio station in Peoriarea, which completely blankets this prosperous region, is WMBD!
Put your message on WMBD. See why it's ideal for testing any radio sales campaign effectively.

FREE & PETERS, INC. Exclusive National Representatives

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER C B S NETWORK
WMBD
PEORIA, ILLINOIS

Dinner Quiz

RECENTLY started on KROD, El Paso, Tex., *Dyal's Dinner Quiz* is sponsored by Dyal's Inn, El Paso outdoor dining establishment, to bolster dinner business. Starting at 6 p.m. each evening, an m.c passes among guests parked in their cars eating dinner, posing questions. Correct replies win free meals. Production is handled by Ted Gates.

* * *

4-H Activities

REPORTS of 4--H Club activities are now incorporated in the *Farm Journal* program on KSFO, San Francisco, Mondays, at 6 a.m. (PST). Henry Schacht of the University of California, describes the accomplishments of the various units and reports interesting events at their meetings. The *Farm Journal* is conducted by Bill Adams.

* * *

Prize Verse

POETRY'S relation to everyday activities is the theme of *Human Side of Poetry*, morning quarter-hour featuring Jeska Thompson on WTRY, Troy, N. Y. The program includes verse sent in by listeners, poems selected by Miss Thompson and some homey chatter. A weekly prize is awarded for the best verse.

* * *

Anti-Fifth Column

MICHIGAN State Police have started a new five-minute program five days weekly on WKBZ, Muskegon, Mich., designed to keep the public informed on fifth column activities. A representative from the State Police post in Rockford, Mich., comes to Muskegon each day for the five-minute talk.

Scavengers Wanted

A RADIO scavenger hunt has been started on KYW, Philadelphia. Each weekday at 6:45 pm objects to be collected are announced, and listeners are invited to find them. Articles remain the property of the contestants. Each Friday evening at 10:30 the articles are brought to the studios for judging. The person who has found the most is interviewed on how it was done on the half-hour *Name It—Find It* program. Weekly prizes include a wrist watch, trip to Atlantic City, an RCA personal radio, and 10 prizes of two tickets to a downtown movie. Also cash prizes are given for the best list of articles for succeeding contests. The program is sponsored by the Public Service Transportation Co. of New Jersey, which has a swap arrangement with the station.

* * *

Soldiers Speak

ALONG with a daily five-minute news period covering the activities of 94 local boys in training with the Pennsylvania National Guard at Camp Shelby, Miss., WKST, New Castle, Pa., is carrying weekly recorded programs transcribed at the camp. The news is received daily by telegraph from the public relations department of the camp. When the boys left New Castle, the sponsoring Chamber Motor Co. sent along a portable recorder for use at the camp to let them tell of their experiences. Under the plan, the voices of all the boys will be brought regularly to their friends and families over WKST, sometimes just telling of their activities and other times asking for articles they forgot to take along.

Ralph Miller Is Named As Commercial Manager Of WKY, Oklahoma City

RALPH MILLER, for the last year manager of Basic Newspaper Group Inc., newspaper representatives in New York, returned to Oklahoma City Feb. 1 as commercial manager of WKY, owned by the Oklahoma Publishing Co. He succeeds Robert Chapman, who has returned to the national advertising department of the *Oklahoman & Times*.

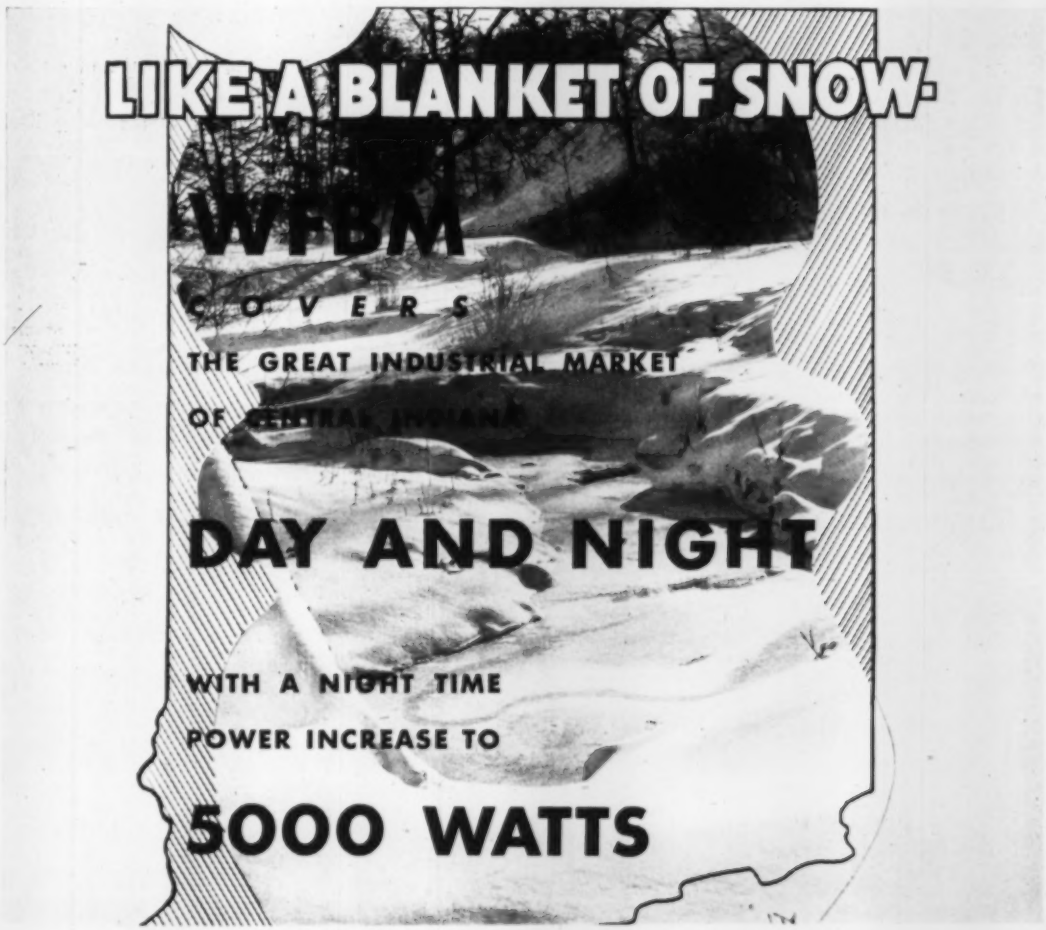
Mr. Miller

Mr. Miller for 15 years was advertising manager of the *Farmer-Stockman*, Oklahoma Publishing Co. property. He was given a leave of absence last year to form the Basic Newspaper Group, retaining his position as *Farmer-Stockman* advertising manager. Succeeding him on the *Farmer-Stockman* is his long-time assistant, Dewey Neal, for 10 years a member of the paper's advertising department and acting manager during the year of Mr. Miller's absence.

Mr. Chapman, who returns to the newspapers, was drafted to fill the post of commercial manager of WKY three years ago. He resumes his 13-year affiliation with the daily field. All three men are widely known in national advertising circles.

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Attention Time Buyers
Commerce Department figures show Savannah leading all Georgia cities in retail sales increase.
State as a whole +13%
Savannah ----- +36%
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.



WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Quaker Oats Co., Chicago (cereal), 65 *sp*, thru Ruthrauff & Ryan, Chicago.
American Chicle Co., Long Island, N. Y. (Dentyne), 85 *t*, thru Badger, Browning & Hersey, N. Y.
Davis Hat Co., Dallas (hats), 13 *sp*, thru Grant Adv., Dallas.
Wesson Oil & Snowdrift Sales Co., New Orleans, 312 *sa*, thru Fitzgerald Adv. Agency, New Orleans.
Great Western Garment Co., Wichita Falls, Tex. (work clothes), 104 *t*, thru Tracy-Locke-Dawson, Dallas.
Wm. Cameron & Co., Waco Tex. (furniture), 26 *t*, thru Tracy-Locke-Dawson, Dallas.
Peter Paul Inc., Naugatuck, Conn. (Walnettos), 100 *sp*, thru Platt-Forbes, N. Y.
Noxzema Chemical Co., Baltimore, (skin cream), 26 *sp*, thru Ruthrauff & Ryan, N. Y.
Flintkote Co., Waco, Tex. (roofing), 104 *t*, thru Tracy-Locke-Dawson, Dallas.
Bayer-Semesan Co., Wilmington, Del., (Ceresan), 26 *sa*, thru Thompson-Koch Co., Cincinnati.
Duncan Coffee Co., Houston, Tex. (coffee), 60 *sa*, thru Steele Adv. Agency, Houston.

KOA, Denver

Omar Mills, Omaha (flour), 3 *sa* weekly, thru Hayes McFarland & Co., Chicago.
Sperry Flour Co., San Francisco (flour), weekly *sa*, thru Westco Adv. Agency, San Francisco.
E. I. Du Pont de Nemours & Co., Wilmington, Del. (chemicals), weekly *sa*, thru BBDO, N. Y.
New York Furniture Co., Denver (retail), 6 *sa* weekly, thru Max Goldberg Adv. Agency, Denver.
International Harvester Co., Chicago (tractors), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Ralston-Purina Co., St. Louis (Purina Chow), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.
Manhattan Soap Co.; New York (sweetheart soap), 6 *ta* weekly, thru Franklin Bruck Adv. Co., N. Y.

KFI, Los Angeles

Reader's Digest Assn., Pleasantville, N. Y. (magazines), 14 *sa* weekly, thru BBDO, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Foreman & Clark, Los Angeles (chain clothiers), 6 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Pathfinder Petroleum Co., Los Angeles, weekly *sp*, direct.
Campbell Cereal Co., Chicago (Malto-Meal), 12 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
A. S. Boyle Co., Los Angeles (Antrol), 2 *sp* weekly, thru J. Walter Thompson Co., San Francisco.

WHOM, Jersey City

Prudential Life Insurance Co., New York, 5 *sp* weekly (Polish), thru Benton & Bowles, N. Y.
Knox Co., Los Angeles (Cystex), 42 *sa* weekly, thru Allen C. Smith Adv. Agency, Los Angeles.
Polish Bible Students Assn. of Detroit, weekly *sp* (Polish), direct.
Colgate-Palmolive-Peet Corp., Jersey City (Super Suds), 5 *sp* weekly (Polish), thru Benton & Bowles, N. Y.

WAPI, Birmingham

Griesedieck Western Brewing Co., Belleville, Ill., 6 *sp*, 6 *sa* weekly, direct.
Castleberry's Food Co., Augusta, Ga. (canned meat), 6 *sa* weekly, thru Nachman-Rhodes, Augusta.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sp* weekly, 52 weeks, thru Erwin Wasey & Co., N. Y.
Whittemore Bros. Corp., Boston (shoe polish), 5 *sa* weekly, thru Badger & Browning, Boston.

WHO, Des Moines

Kellogg Co., Battle Creek (cereal), 91 *ta*, thru Kenyon & Eckhardt, N. Y.
Lever Bros. Co., Cambridge (Spry, Rinso), 260 *t*, thru Ruthrauff & Ryan, N. Y.
White Labs., New York (Chooz), 52 *sa*, thru Wm. Esty & Co., N. Y.
Murphy Products Co., Burlington, Wis., 52 *sp*, thru Critchfield & Co., Chicago.
Standard Oil Co. of Indiana, Chicago, 6 *ta* weekly, thru McCann-Erickson, Chicago.
Sterling Insurance Co., Chicago, 3 *sa* weekly, thru Neal Adv Co., Chicago.
McConnon & Co., Winona, Minn., weekly *sp*, thru McCord Co., Minneapolis.
Paxton & Gallagher, Omaha (coffee), 160 *t*, thru Buchanan-Thomas Adv. Co., Omaha.
Skelly Oil Co., Kansas City, weekly *sp*, thru Henri, Hurst & McDonald, Chicago.
John Morrell & Co., Ottumwa, Ia., 8 *sa* weekly, thru Henri, Hurst & McDonald, Chicago.

KHJ, Los Angeles

Rockwood & Co., Brooklyn (chocolate bits), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.
Guaranty Union Life Insurance Co., Beverly Hills, Cal., weekly *sp*, thru Stodel Adv. Co., Los Angeles.
O'Keefe & Meritt Co., Los Angeles (stoves), 7 *sa* weekly, thru Richard B. Atchison Adv. Agency, Los Angeles.
Longines-Wittnauer Co., New York (clocks, watches), 35 *sa* weekly, thru Arthur Rosenberg Co., N. Y.
Armand Co., Chicago (Brisk shave cream), 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Mission Water Heater Co., Los Angeles (water heaters), 5 *sp* weekly, thru Robert F. Dennis, Los Angeles.
Wheat-Alone Co., Vancouver, Wash. (cereal), 3 *sp* weekly, thru Charles H. Mayne Co., Los Angeles.

KFYR, Bismarck, N. D.

North American Accident Insurance Co., Newark, 9 *t*, thru Franklin Bruck Adv. Co., N. Y.
Candid Eye, Philadelphia (publication), 20 *sp*, thru Albert Kircher Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), *sp*, *sa*, thru Rogers & Smith, Chicago.
Household Magazine, Topeka, 65 *sp*, thru Presba, Fellers & Presba, Chicago.
Smith Mother Nature Brooder, 13 *sp*, thru Shaffer, Brennahn, Margulis, St. Louis.

WJPR, Greenville, Miss.

BC Remedy Co., Durham, N. C., 6 *ta* weekly, thru Harvey-Massengale Co., Durham.
Interstate Cotton Oil Refining Co., Sherman, Tex. (shortening), 3 *sa* weekly, thru Crook Adv. Agency, Dallas.
Griesedieck Western Brewing Co., Belleville, Ill., 234 *ta*, thru Gardner Adv. Co., St. Louis.

KUTA, Salt Lake City

Faultless Starch Co., Kansas City, 14 *ta* weekly, through Ferry-Hanly Co., Kansas City.
Dundee Stores, Salt Lake City (chain clothing), 10 *sa* weekly, through Featherstone Adv. Agency, Salt Lake City.
Grains of Gold Co., Salt Lake City (cereal), 3 *sa* weekly, thru Featherstone Adv. Agency, Salt Lake City.
National Schools, Los Angeles (aircraft course), weekly *sp*, thru Huber, Hoge & Sons, N. Y.
Stop-Lite Products, Salt Lake City (cold tablets), 2 *sa* weekly, thru Featherstone Adv. Agency, Salt Lake City.

WEEI, Boston

National Bakers Service, Chicago (Hollywood Health Bread), *sa* series, thru H. M. Frost Co., Boston.
California Fruit Growers Exchange, Los Angeles (Sunkist lemons), *sa* series, thru Lord & Thomas, Los Angeles.
Consolidated Drug Trade Products, Chicago, 6 *sp* weekly, thru Benson & Dall, Chicago.
Lever Brothers Co., Cambridge, Mass. (Swan), *sa* series, thru Young & Rubicam, N. Y.
Olson Rug Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

WRC-WMAL, Washington

Lever Bros. Co., Cambridge, Mass. (Silver Dust), *sa* series, thru BBDO, N. Y.
Rockwood & Co., Brooklyn (candy), 3 *sp* weekly, thru Federal Adv. Agency, N. Y.
Dr. Pepper Co., Dallas, *t* series, 39 weeks, thru Benton & Bowles, N. Y.
Dr. Ellis Sales Co., Pittsburgh (nail polish, wave set), 3 *sa* weekly, thru Smith, Hoffman & Smith, Pittsburgh.
Lever Bros. Co., Cambridge, Mass. (Swan), 3 *sa* weekly, 48 weeks, thru Young & Rubicam, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 4 *sa* weekly, thru Compton Adv., N. Y.

WMAQ, Chicago

American Chicle Co., Long Island City (gum) 6 *sp* weekly, 13 weeks, thru Badger and Browning & Hersey Inc., N. Y.
Beaumont Labs., St. Louis (4-Way Cold Tablets), 2 *sp* weekly, 5 weeks, thru H. W. Kastor & Sons, Chicago.
Manhattan Soap Co., New York (Sweetheart Soap), 5 *sp* weekly, 26 weeks, thru Franklin Bruck Adv. Corp., N. Y.

WOAI, San Antonio

Beechnut Packing Co., Canajoharie, N. Y., 14 *ta* weekly, thru Newell-Emmett, N. Y.
Campbell Cereal Co., Northfield, Minn., 84 *sa*, thru H. W. Kastor & Son, Chicago.
Wm. Cameron & Co., Waco, Tex. (lumber), 3 *ta* weekly, thru Tracy-Locke-Dawson, Dallas.

THE PEN'S the thing, especially when it is in the hands of a sponsor. The hands below are those of Ralph W. Pitman, president of the Morris Plan Bank of Philadelphia, as he signs a contract to sponsor *The News Parade* on WFIL. Party of the second part is Roger W. Clipp (left), general manager of WFIL, with Philip Klein, president of the Philip Klein Adv. Agency, watching the proceedings.

ARMY SEEKS DATA TO AID PROGRAMS

TO ASSIST radio stations in preparing programs from military reservations in the Second Corps Area as well as to obviate any last-minute difficulties arising at the broadcast origination post, the Army Information Service, New York, has mailed a letter and questionnaire to all stations in the area requesting their cooperation.

Signed by Lieut. Col. F. J. Pearson, officer in charge of the Radio Section of the Service, the letter states that "there have been cases in the past where the entire program failed to materialize due to faulty arrangements with unauthorized personnel at certain posts." The Radio Section has been set up therefore, to coordinate programs, advise on script material so that Army information included will be correct, and generally assist the broadcasting companies.

Essential data required in the questionnaire includes date, schedule and length of time of program, whether sustaining or commercial and brief outline of type of show. If Army talent is to be used, the station is asked to state of what nature. Location of microphones in what building of the Army post, and what line or circuit facilities will be used also are required. If the program is to be transcribed, the Service asks whether the station plans to use it on other stations at a later date.

Speakers Are Selected For Broadcast Studies

EUGENE S. THOMAS, sales manager of WOR, Newark, is director of the radio production clinic, one of six being held by the advertising and selling class of the Advertising Club of New York, from Feb. 10-27. Co-director of the radio clinic, which meets twice weekly at Bamberger Broadcasting Service, 1440 Broadway, is William A. Boetcker of Talon Inc.

Speakers and subjects follow: Feb. 10, Julius F. Seebach Jr., WOR vice-president in charge of programs, on "Programming"; Feb. 13, Robert A Simon, WOR director of continuities, "Words and Music"; Feb. 17, Roger Bower, WOR producer, "Production in the Studio"; Feb. 20, Max Wylie, CBS director of script division, "Radio Writing"; Feb. 24, Robert T. Colwell, of the radio department of J. Walter Thompson Co., New York, "Commercial Radio Writing", and Edward M. Kirby, formerly public relations director of the NAB and now with the War Department, "Program and Copy Acceptance".

Town Hall Ventures

GROWING out of its successful radio forum on NBC-Blue, *America's Town Meeting of the Air*, are two new ventures, recently announced by Town Hall, New York, both of which will be under the direction of Dr. and Mrs. Harry A. Overstreet, co-authors of the book *Town Meeting Comes to Town*. First of the plans is the First National Town Hall Conference, to be held May 7-9 for forum and discussion leaders from all over the country, while the second is the Town Hall Leadership School, May 12-30, which will offer a three-week course in the techniques of adult education.

Guestitorial

(*Continued from page 30*)

ployer face to face. When he must judge mainly by your voice alone

Now to sum up: Carefully prepare, rehearse and time your audition. Get the best transcription you can find. See that everything follows in logical order with no embarassing pauses while you struggle for words. It should be the best broadcast you ever made.

Carrying out these simple suggestions will give you an even break with other announcers submitting transcriptions, and a much better break than those who are careless and shiftless and who ask that either their transcription or letter be excused for its poor quality for some vague reason. Such carelessness merely warns a prospective employer that a man who would be that careless in an audition, would probably be careless when he got to the station, too!

Advice is cheap. You can take it or leave it!

HEARD SUNDAY A. M.

Grady Cole Draws Audience, Signs a Sponsor

RADIO has an audience for the sponsor any hour of the day, any day of the week. So proved Grady Cole, conductor of the popular early morning feature, the *Grady Cole Farm Club* on WBT, Charlotte, from 5 to 7 a.m. During the 2½ years this daily feature has been on the air, listeners have deluged Cole with requests for a similar Sunday morning club. One morning he asked his listeners for their reactions to the idea and what the format of such a program should be.

The avalanche of replies resulted in a two-hour show on Sunday mornings, 7-9, with every feature completely requested. The *Grady Cole Sunday Farm Club* now includes, farm news, weather and market reports, 4-H Club news, hymns, popular music, guest talent, etc. Impressed by the regular fan mail of the club's 5,000 members, the local Leonard Hatchery signed for 15 minutes of the program.

Mickey's Missing

A MUCH-PUBLICIZED premiere of a symphonic suite, "Melodante", by film star Mickey Rooney, failed to come off Feb. 9 over the *Ford Sunday Evening Hour* when the actor and CBS were unable to agree on release terms. The broadcasting chain wanted Rooney to sign a release of the kind required of all composers of unpublished works played over the air. Rooney and his attorneys refused to do this. As a result the program of the Ford Symphony was changed at the last minute and the heralded first playing of the suite did not materialize.

IN CASE of emergency or a possible line failure between its new 5,000 watt transmitter at Carlstadt, N. Y., and its New York studios, WBNX, has equipped its transmitter with microphones, turntables, and complete transcription and recording libraries.

RCA Latin Programs

RCA MFG. Co., Camden, is sponsoring eight separate shortwave programs to Latin America, broadcast on the NBC shortwave stations WRCA and WNBI and advertising RCA products. The individual programs, according to Ovid Riso, advertising manager of RCA international division, include Hollywood gossp, recorded dance music, classical recordings and woman's features. Programs are merchandised in Latin America by newspaper publicity, store posters, RCA advertisements. The account is handled direct.

Quiz Kids Get Revenge

TABLES WILL BE TURNED when six parents of the *Quiz Kids*, NBC-Blue network feature, sponsored by Miles Laboratories Inc. (Alka-Seltzer) will compete with each other on WLS, Chicago, Feb. 21, 7-7:30 p.m. (CST), in answering the same questions their sons and daughters tackle. Juvenile star of the network show, Gerard Darraw, will act as m.c. and the questions used on the program will be submitted by the Quiz Kids themselves.

Canada Shortwave Test

THE NEW SHORTWAVE transmitter of the Canadian Broadcasting Corp. at Vercheres, Que., went on the air experimentally Feb. 6, 16 hours a day, with call letters CBFW and using 6160 kc. The station will continue on this frequency for two months with vertical antenna. After the experimental period a rhombic antenna will be installed and the station will use four frequencies.

LOS ANGELES COUNTY
EFFECTIVE BUYING INCOME
United States $63,274,609,000
*Los Angeles County $1,874,949,000
Source: U. S. Census 1935
★ 1/34 TOTAL U. S.
KHJ
Covers this Vital Market-plus

STATION KTSA SAN ANTONIO
ANNOUNCES THE APPOINTMENT OF
JOHN BLAIR & COMPANY
AS NATIONAL REPRESENTATIVES
EFFECTIVE MARCH 1, 1941

With 5000-1000 watts power at 550 KC . . . with an outstanding record for local showmanship, plus a strong schedule of Columbia features . . . KTSA is the top radio-buy, dollar for dollar, in the rapidly growing San Antonio market. For further details, consult the nearest John Blair office:

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Ave.	New Center Bldg.	349 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 5688	Prospect 3584	Douglas 3188

KUTA's Expansion

CONSTRUCTION of facilities for the recently authorized 1,000 watts of KUTA, Salt Lake City, is expected to be completed by next June according to Frank C. Carman, general manager. KUTA, operating on 570 kc., will continue as the city's NBC-Blue outlet. In line with the new expansion program is the appointment of Edward J. McCallum as sales manager. Mr. McCallum was formerly manager of KYA, San Francisco. Prior to that he was West Coast manager of Hearst Radio national sales.

Mr. McCallum

FURNITURE THAT MUSIC SELLS

Concert Program in Portland, Now in Ninth Year, Forms Vital Part of Powers' Promotion

STARTING its ninth year on KALE, Portland, Ore., the quarter-hour weekday feature, *Concert Gems*, has made radio history in the Pacific Northwest, according to Edward P. Casey, president of the sponsoring Powers Furniture Co. Unchanged in format since it started eight years ago, the program has established itself as an important factor in Powers' advertising activities, tying in closely with the firm's extensive newspaper linage.

Mr. Casey

The six-weekly feature, built around transcribed musical classics, has been heard year in and year out every weekday morning, generally just before noon, with Ashley C. Dixon officiating. The Powers' advertising department informs Mr. Dixon each morning what items are to be mentioned on the day's program, after which he chooses the music and personally writes the continuity and announces the program. It is a rule that Dixon inspects the merchandise he advertises before going on the air, so he can write a convincing piece of copy. Besides the specific merchandise plugs on each *Concert Gem* program, Dixon opens and closes with an institutional plug.

Commenting on the success of the program, President Casey declared: "There was no thought of inaugurating a routine daily program when the series was started. But after a year or two it became so popular, due to the way in which it was produced—as shown by letters and comments received by our firm and the station—that we have continued. And the program has made radio history, here in the Pacific Northwest.

Printed Tieup

"We consider Mr. Dixon's personal participation a large contributing factor in both the popularity of the program and its selling ability. Naturally, Powers' uses many full-page and double-truck ads. Each such ad is used by Dixon for his program, on the day the ad appears. Our advertising department has informed me that this tieup enhances the value of both the printed ad and the spoken one. The full cooperation of KALE, and their sincere desire to give us the ultimate in value for our advertising dollar, has helped materially in making my associates and myself 'radio-minded'."

From the station's side, C. E. Couche, KALE-KOIN advertising manager, declared: "While the close cooperation between Mr. Dixon and the Powers Furniture Co., from the standpoint of the program's commercial value, no doubt has had a great effect on returns to the sponsor, it seems to me that the secret of its success is its consistent use. In any community there are enough music lovers to support a program of this type after they become acquainted with it, and there is no doubt that many thousands of people in this territory have formed a habit over the years of turning to it as a contrast from the more generally used types of daytime program material."

MRS. FRANKLIN D. ROOSEVELT, will be the featured speaker on the Feb. 19 broadcast of the *Friendship Bridge* program, presented thrice-weekly on WMCA, New York, under the auspices of the British-American Ambulance Corps, and shortwaved abroad on WRUL, Boston.

Several Canada Stations Order New Equipment

A NUMBER of Canadian stations, because of Havana Treaty power increases, have ordered new equipment and have bought sites for new transmitter buildings. Included are CBY, Toronto, which goes to 1 kw. on 1010 kc., and will use the Northern Electric transmitter which Canadian Broadcasting Corp. operated some years ago as CRCW and CBW at Windsor, Ont. A 30-acre site has been bought northwest of Toronto. A directional antenna will be used.

CHML, Hamilton, Ont., has ordered an RCA 1-kw. transmitter for use on its new frequency of 900 kc. A new site of 30 acres has been purchased near Hamilton, just off the Queen Elizabeth express highway, and a new transmitter house is to be built, with directional antenna. New speech input equipment will be purchased. CHML expects to spend upwards of $50,000.

CHAB, Moose Jaw, has purchased a Canadian Marconi 1-kw. transmitter for use on its new frequency of 1220 kc. Delivery was to be made during February.

Glenny F. Bannerman

(*Continued from page 31*)

lean heavily on the CAB directors at first, he plans to familiarize himself with all the CAB's problems, to meet the members on their home grounds, to learn about station relations problems from NBC and CBS, to study methods used by the NAB in working out industry problems. He has assurances from Maj. Gladstone Murray and Dr. Augustin Frigon, general manager and assistant general manager of the CBC respectively, that the CBC doors are open for cooperative solution of the industry's problems.

Glenn Bannerman is a member of Phi Kappa Sigma and Sigma Delta Chi, profesional journalistic fraternity. He is active in the affairs of the Advertising & Sales Club of Toronto. He plays a good game of golf and has made the study of the international scene his hobby for many years. What spare time he has after all his other activities he devotes to his 8½-year-old son Glenny Alexander, oftener called Sandy.

WLBZ—BANGOR

FIRST CHOICE

OF

NATIONAL ADVERTISERS

WHO KNOW

THE

STATE OF MAINE

NBC and YN

620 KC

Only WWNC serves ALL of Western North Carolina...

– The average family income here is nearly DOUBLE that of the average for the south.

– That means... WWNC is a Best Buy on CBS's Southeastern Group and a Must for National Spot.

WWNC

570 Kilocycles ASHEVILLE, N. C.

BASEBALL PLANNED BY SOCONY-VACUUM

SOCONY-VACUUM OIL Co., New York (petroleum products) is arranging its 1941 baseball schedule of baseball broadcasts. Contracts have been signed for the sponsorship of games of the two American League clubs, the Cleveland Indians on WCLE, and the Detroit Tigers.

Negotiations are under way for co-sponsorship of the games of the champion Cincinnati Reds of the National League, and for the home games of both the Philadelphia Phillies of the National League and Philadelphia Athletics of the American League.

In the American Association, it is understood that Socony-Vacuum and General Mills will co-sponsor the games in six cities: St. Paul, Minneapolis, Kansas City, Toledo, Columbus, and Indianapolis. J. Stirling Getchell, New York, is the Socony-Vacuum agency.

WWJ Baseball Contract

WWJ, Detroit, will continue to broadcast both local and out-of-town games of the Detroit Tigers this year for the 15th consecutive year, according to W. J. Scripps, general manager of WWJ. Contracts for the 1941 season with White Star Refining Co., General Mills and the Detroit Baseball Club were signed Feb. 5, Mr. Scripps announced, calling attention to error in a Detroit baseball story carried in BROADCASTING Feb. 10.

BROADCAST BANNED BY MINOR LEAGUE

INTER-STATE LEAGUE, minor baseball league with franchises in eight cities in Eastern Pennsylvania, New Jersey, Delaware and Maryland, has voted to bar the broadcasting of the major league ball games in any of its cities, under baseball territorial rights. Meeting in Philadelphia recently, Arthur H. Ehlers, of Baltimore, executive vice-president of the league, cited the loss of patronage in cities where the games were aired last season as the reason for the action.

"We are banning the broadcasts principally because the fans in our cities tune in these ball games and quit coming out to see their home teams play," Mr. Ehlers said.

The baseball ban will seriously affect plans of Atlantic Refining Co. in sponsoring games of the Philadelphia clubs this coming season. Last season, Atlantic improvised a regional network, embracing most of the cities in which the minor league holds franchises, for play-by-play descriptions of the Philadelphia games, through WIP.

20,000
Extra Men
NOW IN EL PASO
An Advertising Bonus For You
Doesn't this rate an Inquiry?
KTSM 500 WATTS EL PASO, TEXAS

Studio Notes

COURSE IN RADIO from the standpoint of public relations are being conducted this month for regular army officers stationed at Valley Forge Military Academy, Valley Forge, Pa., by WIP, Philadelphia. A series of eight lectures, members of the WIP executive staff serving as instructors, are being conducted for army officers who are being sent into public relations work for the Government. The course was arranged by Maj. Edward A. Davies, vice-president in charge of sales of WIP, a reserve officer. Starting Feb. 3, the series will culminate Feb. 19 with a special broadcast from the military academy.

JOHN BARBIROLLI, conductor of the New York Philharmonic-Symphony Society Orchestra, contributes a short article, "An Orchestral Conductor Looks at Radio," to the February program booklet of WQXR, New York, station specializing in classical and semi-classical music programs, chiefly through recordings. In it he acknowledges his appreciation to WQXR for giving its audience good music and for allowing him, as a conductor, to "take quiet stock" of his own performances.

FIRST in a series of five Zionist forums, designed to acquaint the public with the Zionist movement and its achievements in Palestine, was presented Feb. 13 and alternate Thursdays until April 10, 9-9:30 p.m. on WQXR, New York, under the auspices of the Zionist Organization of America.

TO DEMONSTRATE how effectively the National Federation of Music Clubs is stimulating interest in music rural areas the Federation's Committee on Rural Music will start a series of quarter-hour programs Feb. 19 on CBS, featuring outstanding rural choruses of America.

WIS, Columbia, S. C., under the sponsorship of the Kirkwood Hotel, in Camden, is presenting thrice weekly programs from that resort during its two-month season Feb. 1 to April 1. Programs include dance music from the Kirkwood and various sports shows, culminating with a description of the Carolina Cup Races in latter March by Chris Wood Jr.

WHEN the Pacific Coast Inter-collegiate Ski Championships are held at Yosemite National Park, Cal. from Feb. 28 to March 2, KSFO, San Francisco will have a production and engineering crew there to pick up the description of the main events. A commentator's account of the events will be recorded on the scene and then played over KSFO the same evening.

WHN, New York, is starting a series of weekly half-hour public events discussion programs to be broadcast on Saturdays from the National Republican Club, New York, under the auspices of that organization.

WJJD, Chicago, in cooperation with the Adult Education program of the Works Progress Administration, is presenting a series of 13 programs titled *Chicago's Institutions*. The dramatic programs deal with the rise and development of such Chicago institutions as the Chicago Schools, Public Libraries, Drainage Canal, and others.

WSGN, Birmingham, Ala., is broadcasting exclusively all the boxing matches at the Municipal Auditorium. Bill Terry and Bill Borthwick handle the blow-by-blow accounts.

THREE CHICAGO-area stations, WJJD, Chicago; WIND, Gary; and WHIP, Hammond, Ind., will again carry the 13 in-school broadcasts of the Radio Council of the Chicago Public Schools, with second semester broadcasting starting Feb. 18. Out-of-school broadcasts of the CRC will be heard over WMAQ, WCFL, WBBM, WLS, WGES. "Teachers' Handbooks" for each program have been sent to the 337 elementary schools in Chicago. Each handbook contains a complete outline of the service, and suggests ways in which the teacher can use the program in her classroom.

FLOSSY entry in the National Radio Station Auditorium Sweepstakes is this neon-decorated edifice of WCHS, Charleston, W. Va., with 17,000 feet of floor space. Ice shows, sporting events and dances are staged, along with the WCHS Friday night *Old Farm Hour*. This is the third response following a publication of a recent editorial in BROADCASTING.

WINS, New York, has started a sustaining program of weekly half-hour "thriller" dramas, *Invisible Theater*, heard on Sunday afternoons. Program features Tamara Geva, well-known actress, and is directed by Irving Strouse. Music for the original radio dramas is written and directed by Hank Sylvern.

KYW, Philadelphia, extended its broadcast day to 12.30 a.m., adding a half-hour to the schedule.

RADIO BOWLING LEAGUE has been organized in Philadelphia as a step to improve inter-station relations. Teams are being organized according to station positions rather than the station itself. The first team to take to the alley is the Announcers Team, comprising Harold Davis, WDAS, Joe Dillon, WPEN, Mort Lawrence, WIP, and Jack Steck WIP.

ADDING SEVEN HOURS six days weekly to its schedule, WHOM, Jersey City, on Feb. 10 started an all-night program of recorded music from midnight to 7 a.m. with Windy Hogan and Frank Krueger in charge.

PLANS ARE underway to gather together all former personnel of Canadian broadcasting stations, now serving with various military, air and naval forces in Great Britain, to produce a program from Great Britain to Canadian stations. The station relations department of the Canadian Broadcasting Corp., at Toronto, is at present gathering together a list of these men, and the program will be put on by the Overseas Unit of CBC.

RADIO version of comic strip "Gasoline Alley," by Frank King, will start Feb. 17 on NBC-Red as a Monday through Friday serial 6:45-7 p.m. Author of the radio script is Kane Campbell.

KFAR, Fairbanks, Alaska, through a cooperative arrangement with KVI, Tacoma, Wash., and CBS is presenting daily programs of the *American School of the Air*. KVI transcribes the broadcasts as they carry them on the network and ships the discs to Fairbanks where they are rebroadcast to the schools daily at 11:15 a.m.

WNYC, New York's municipal station, for the second year is presenting the American Music Festival with five or more daily broadcasts scheduled from Feb. 12 to Feb. 22, Washington's Birthday. The series, featuring music by American composers, both modern and of the past, is presented by the WNYC Concert Orchestra in cooperation with such organizations as the League of Composers, the Museum of Modern Art and the Metropolitan Opera.

WWL, New Orleans, has been granted permission by the city to construct a soundproof booth along the route of the annual Mardi Gras parades, thereby eliminating the danger of ASCAP music inadvertently being picked up from the parading bands.

CLASSES in more than 100 San Francisco public schools were suspended between 10:30 and 10:45 a.m. on February 11 to hear a special program on KPO in observance of Abraham Lincoln's birthday. A similar procedure will transpire on February 21 when KPO honors George Washington. The programs were prepared by Jennings Pierce, director of Education for NBC's Western Division and George Mullany, director of publications for San Froncisco public schools.

KVOS, Bellingham, Wash., has granted three days vacation with pay to all staff members in celebration of a record December business. The management has also provided free accommodations at Mt. Baker Lodge for three days to those on the staff wishing to take advantage of the offer.

NEW studios described as second to none in Canada in modern equipment and beauty of design are being constructed by CKWX-CKFX in Vancouver B. C. New Studios and offices of both the long-wave and short-wave stations will occupy the entire top floor of the Georgian Building, with four studios, two control rooms and a stage and auditorium seating 250 persons. Total floor space will be 9,000 square feet.

WBIG, Greensboro, N. C., has started a series of home making programs with Mrs. Bessie N. Rosa, home economics director of the U of North Carolina's Women's College. Modern homemaking, housing, clothing, management, and better buying practices will be discussed during the series.

WIND, Gary, Ind., has inaugurated *The Inmate Speaks*, a half-hour transcribed discussion between Warden Alfred Dowd of the Indiana State Penitentiary, prison administrators, and convicts. Criticism and general discussion of prison reforms, parole conditions, and other problems relative to penitentiary administration are presented on alternate Saturdays.

WOAI, San Antonio and the Texas Quality Network, presents a program each Saturday from Fort Sam Houston featuring eight men recruited under the Selective Service system. They are interviewed by Hoyt Andres of the WOAI staff.

REVENUE for WENR, Chicago, showed a 32% increase in January, 1941, over the same month a year ago, and WMAQ, Chicago, revenue for the month increased 21% over the corresponding month of 1940, according to M M. Boyd, NBC Central Division spot sales manager.

AEROVOX Corp., New Bedford, Mass., has announced the publication of the 1941 edition of the Aerovox Industrial Capacitors Manual, for servicemen who work on fractional horsepower motors utilizing capacitors.

FCC Monopoly Report Action

(*Continued from page 7*)

special assistant to Mr. Taylor, and Seymour Krieger, both former Anti-Trust Division attorneys of the Department of Justice. Economic help has come from the Accounting Department through DeQuincy V. Sutton, who participated in the protracted hearings as accountant-expert.

There may be another reason why the present FCC majority wants to get the network-monopoly report out of the way with greatest possible dispatch. That is a strong undercurrent against maintenance of clear channels. The issue cannot be attacked until the March 29 reallocations become fully effective. If any clear channels were to be broken down prior to that time, this country would lose its priority on them, under the Havana Treaty terms. The whole fabric of the allocation thereby might be imperiled.

It is an open secret that Messrs. Walker, Thompson and Payne regard clear channels as monopolistic. It is likewise known they favor duplication on East-West Coast clears, possibly with three stations per channel. Similarly, it has been evident that several members of the FCC have not been enthusiastic over the Havana Treaty allocations, feeling that it was devised largely to satisfy commercial broadcasters, and more particularly the clear-channel occupants.

Sensing this impending clear-channel threat, independent clear-channel stations, numbering approximately a dozen, have established the Clear Channel Broadcasting Service as an information office in Washington. Naming Victor A. Sholis, former public relations chief of the Department of Commerce as its director, this group will combat inroads on the remaining 26 clear channels as a means of preserving broadcast service to rural and remote areas.

May Be Resurrected

In the Network-Monopoly Committee's report of June 12, there were no clear-cut recommendations on clear channels, though the Committee concluded that competition could be enhanced by a "revaluation" of the clear-channel policy. It said "the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them." This was interpreted as a direct recommendation for breakdowns.

Despite this back-door recommendation, the clear-channel issue did not again arise in subsequent deliberations relating to the Network-Monopoly report. It was taken for granted it would be dangerous, in the light of Havana Treaty requirements. But the anti-clear-channel segment apparently is only awaiting the March 29 allocation deadline to resurrect it.

The first test is slated to come in deciding the so-called 830 kc. case. KOA, Denver, licensed to NBC, but owned by General Electric Co., is the dominant station on this channel. WHDH, Boston, now a daytime station on the channel, seeks fulltime with 5,000 watts. Oral arguments are set for Feb. 20. Clear-channel stations, through the Clear Channel Group, are ready for battle, as is NBC. A parallel case is that involving the 810 kc. channel, on which WCCO, Minneapolis, CBS-owned outlet, is the dominant station, and on which WNYC, New York municipally-owned station, seeks fulltime. New York's Mayor LaGuardia is in the thick of this project.

The jurisdictional question may provide the turning point on the extent to which the FCC proposes to go in its regulation of the business of broadcasting. NBC, CBS, Independent Radio Network Affiliates, and other industry groups contended the FCC is limited to regulation of the physical aspect of broadcasting. FCC General Counsel Taylor and Assistant General Counsel Joseph L. Rauh Jr., contended the FCC had ample authority to act without new authority from Congress and under existing law. Only MBS, among the networks, supported the view of FCC legal counsel.

It long has been apparent that the FCC majority is disposed to draft new rules without seeking additional legislative instruction from Congress. Should this eventuate, with stringent contractural regulation all down the line, the networks can be expected to seek redress in the courts, and probably would be joined by affiliated stations on the ground that the economic salvation of the industry would be at stake, with rate regulation the inevitable result.

If, on the other hand, the FCC majority decides to confine its projected regulatory scope to such issues as dual network operation, and the talent and transcription exclusion phases, there probably would not be a full-scale offensive by the industry, aside from MBS. Instead, the burden probably would be NBC's primarily, particularly on the dual-network issue. The undercurrent here, however, is that the FCC majority is not of a mind to pull its punches and that an all-out industry-versus-Commission legal snarl is in the offing—unless Congress decides to intercede and stay the Commission's hand.

FOURTH consecutive year of *Man on the Street* was started recently on KROW, Oakland, by Davidson & Licht, pioneer wholesale and retail jewelry firm. Here R. W. Rinehart (left), advertising manager, looks over the new contract with Philip G. Lasky, KROW manager. Scott Weakley (center), announcer, watches. The program has a forum aspect, covering questions of the day.

Film Commentator Poll

IN A NATIONWIDE poll of film commentators conducted by the National Radio Film Commentators Circle, New York, it was found that of 178 commentators polled, 32% were sponsored. Of the sponsored group, 87% were on the air for film exhibitors, while the remaining 13% were sponsored by women's wear houses, furniture dealers, jewelers, newspapers, restaurants, cosmeticians, and wine dealers. Of time on the air, 51% replied they broadcast in the afternoon, 39% in the morning, and 10% in the evening. The survey was conducted under the direction of David Lowe, president of the group and film commentators for WNEW, New York.

Video Structure Entirely Shielded

Don Lee Site Moves Rapidly; Hughes' $2,000,000 Fund

SYMBOLIC of Hollywood's future as a television center, the first building in the United States to be erected exclusively for telecasting advanced toward completion atop 1700-foot Mt. Lee. Overlooking Hollywood, the two-story structure to house W6XAO is being erected by Don Lee Broadcasting System at a cost of more than $100,000. It will be the last word in modern architecture, telecasting equipment and facilities, according to Thomas S. Lee, president.

Shielded on four sides and roof by 1-ounce copper sheeting to eliminate outside and intra-building interferences with the delicate cathode tube cameras, the structure will contain two large stages, 100 x 60 and 40 x 25 feet. Building, largely completed, will also contain a transmitter room, monitor rooms, experimental laboratory, theatrical facilities and offices.

Highest Video Antenna

A 300-foot self-supporting galvanized steel television tower is now being erected adjacent to the studio building by International Derrick & Equipment Co., Torrance, Cal., under supervision of Harry R. Lubcke, television director of Don Lee Broadcasting System. It will be the highest television antenna in the world, enabling video-sound signals to reach practically every part of Southern California, according to Mr. Lubcke. Antenna, measuring 248 square inches at the base and tapering off to 18 square inches at the top, will have at its pinnacle a 4,000,000 candlepower double-flashing beacon to serve as an airplane guide.

Having received authority from the FCC to erect television stations in the Los Angeles and San Francisco areas, Howard Hughes, millionaire flyer and sportsman, has set aside $2,000,000 to finance his entry into the field of television. Hughes has already spent more than $150,000 for preliminary experimental work, which he has been carrying on for the past year. Television permits were given to Hughes in the name of Hughes Productions, division of Hughes Tool Co., his motion picture producing unit.

Seeks N. Y. Regional

APPLICATION for a new Class III-B station in New York City, to operate on 620 kc. with 1 kw., has been filed with the FCC by Yankee Broadcasting Co. Inc. Principal owner is Jonathan B. Merriani, exporter and manufacturer of pharmaceutical products, advertising 75% of the stock. His wife, Ophelia, consultant and realtor, who owns has the remaining 25%.

PAN AMERICAN AIRWAYS' NEW STRATOSPHERE PLANES WILL REACH FAIRBANKS FROM SEATTLE IN 8 HOURS! BUT YOU CAN REACH THE RICH ALASKAN MARKET IN A FEW SECONDS VIA:

610 Kc.
1000 Watts
Unlimited Time

KFAR

Seattle rep. G. A. WELLINGTON • 1011 American Bank Bldg.

WBAL means business in Baltimore

RADIO IMPARTIAL, SAYS ROSENBAUM

DECLARING that no class of businessman is more aware of public service obligations than owners and operators of network affiliated stations, Samuel R. Rosenbaum, chairman of Independent Radio Network Affiliates, on Feb. 14 took issue with charges advanced by Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, that radio news commentators "editorialized" and spread war propaganda (see story on page 18).

"Senator Wheeler is quoted as stating that he questioned whether the affiliated stations have been as careful as the networks' originating stations to give equal time to both sides of every public question, particularly on the lend-lease bill and American neutrality," Mr. Rosenbaum commented to BROADCASTING. "Speaking for the affiliates, I am quite positive Senator Wheeler is not correctly informed. There is no class of businessman in the country more aware of public service obligations than the owners and operators of the network affiliated stations. We are at all times eager to bring to our listeners views on both sides of current controversial questions.

"We have no editorial policies. We do not color our news. It may be that there is an overwhelming current of public opinion running one way or another, but we do not create it. Each listeners draws his own conclusions. It would be a calamity for American freedom if it were otherwise. We want to preserve freedom in radio from unwarranted censorship or coercion. If Senator Wheeler believes that individual stations have knowingly departed from this standard, our group will be the first to see to it that it be maintained."

Camels Drop Games

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels) which sponsored Yankee and Giants games on WABC, New York, in 1940, will not sponsor the games this year, according to William Esty & Co., the agency. Inability to get time on major network stations is the reason given by the agency.

Lance Candy on Blue

LANCE Inc., Charlotte, N. C., on March 3 starts morning *Toastchee TIME* for peanut candy on 16 NBC-Blue stations, Monday, Tuesday and Wednesdays, 7:45:8:00 a.m. Nachman-Rhodes Adv. Agency, Charlotte, is agency.

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network

590 KC. 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR.

John Blair & Co. Representatives

WITH 700 students of Bellevue School, Syracuse, cheering and the student bodies of 51 other Syracuse schools listening in their assembly and classrooms, the School Safety Patrol of Bellevue became the first holder of WSYR's Austin Saunders Memorial Trophy, donated by the station through its president, Col. Harry C. Wilder, and presented by Vice-President Fred R. Ripley. Here are Patrol Captain Khammar and Mr. Ripley.

More Sign With ASCAP

ADDITION of 11 stations to those previously signed by ASCAP was announced Feb. 7 by John G. Paine, general manager of ASCAP. This makes a total of 171 commercial stations taking ASCAP licenses, he said, or 211 stations in all, as 40 non-commercial stations have also signed. New signers are: WMSD, Muscle Shoals City, Ala.; WTAL, Tallahassee, Fla.; KTRI, Sioux City; KFNF, Shenandoah, Ia.; WJBW, New Orleans; WITH, Baltimore; WFPG, Atlantic City; WGTC, Greenville, N. C.; KFJI, Klamath Falls, Ore.; WMBS, Uniontown, Pa.; KVIC, Victoria, Tex.

Pacific ASCAP Suit

SUIT charging violation of the Sherman anti-trust act is being prepared by Albert J. Law, general counsel of the Pacific Coast Conference of Independent Theatre Owners against ASCAP, he announced in early February. Action is to be filed shortly in U. S. District Court at Los Angeles. It is the first legal step to be taken by independent theatre exhibitors to fight payment of the ASCAP tax. Under the anti-trust laws two avenues are open. One is for injunctive relief. The other is for damages which may be trebled under the act, it was pointed out. The contemplated suit, according to Law, will be for benefit of all independent exhibitors on the Pacific Coast within jurisdiction of the PCCITO.

I. R. Baker Marries

IRVING R. BAKER, chief of transmitter sales of RCA and regarded as one of radio's most eligible bachelors, last Thursday married "somewhere in New Jersey" Miss Eleanore Oland, school teacher at Ewan, N. J. They left immediately for the South.

NOT AT ALL DEAD

Station Raises Fund to Get Body—and Returns It

WTCM, Traverse City, Mich., had a little nightmare all its own last week. In response to an appeal by a local group to raise $177 to transport the body of a local boy back to Traverse City from Dallas, the station put a special program on the air. The boy was reported burned to death in a Dallas fire. Listeners donated the required $177 within 25 minutes. Twenty minutes later the sum had grown to more than $300, with offerings still coming in.

At that moment who should walk into the studio but the supposedly dead boy! The station explained the embarrassing situation and told listeners all donations would be returned upon request. The lad had run away from home last November and had secretly come back to town a few days before the broadcast.

Dr. Durrett Named

DR. JAMES J. DURRETT, since 1936 chief of the drug division and principal technical advisor of the Food & Drug Administration, has been appointed director of the Medical Advisory Division of the Federal Trade Commission, according to a Feb. 7 announcement by the FTC. Dr. Durrett, a graduate of Harvard Medical School, has served as a public health administrator from 1915 to 1927. In 1928 he became chief of the drug division of the FDA, resigning in 1931 to become director of professional relations for E. R. Squibb & Sons. He returned to the FDA in 1936.

N. C. Town Applies

SLATED to become an MBS outlet from the start, a new station is sought for Burlington, N. C. in an application filed last week by Alamance Broadcasting Co. The company seeks 1,000 watts daytime on 890 kc. Ownership would repose in 24 leading citizens of the city of 12,000, serving an area of approximately 200,000, with no one individual holding more than one-fifth of the stock. Paid in capital totals $15,500, with another $9,500 subscribed. President is V. Wilton Lane, proprietor of a dry cleaning company, with R. R. Isenhour, manager of the local Penny Store, as vice-president, and Ben V. May, hosiery manufacturer as treasurer. Secretary and counsel is Thomas D. Cooper, city attorney.

ASCAP College Drive

RESOLVED to carry the ASCAP-radio controversy to colleges and churches throughout the country, "standard" works composers at a recent Hollywood meeting unanimously voted a united stand. Group, headed by Charles Wakefield Cadman, appointed Mary Carr Moore, professor of music, Chapman College, and Dr. Ernest Toch, board member of the U of Southern California, to head the college committee. Vigorously denying alleged charges that members were being exploited by ASCAP, the group passed a resolution voicing continued confidence in the Society and its president, Gene Buck.

HELEN ADAMS

conducting

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate in St. Louis

MUTUAL BROADCASTING SYSTEM

ANOTHER FIRST

A 64% increase for the 1935-40 period placed Shreveport as the leading city in Louisiana and Ark-La-Tex in wholesale sales. The number of wholesale establishments increased 46%. Shreveport is the CAPITAL CITY of the rich Ark-La-Tex trade area.

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Dominant IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO

133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Horace Hagedorn Plans To Leave Howard Wilson

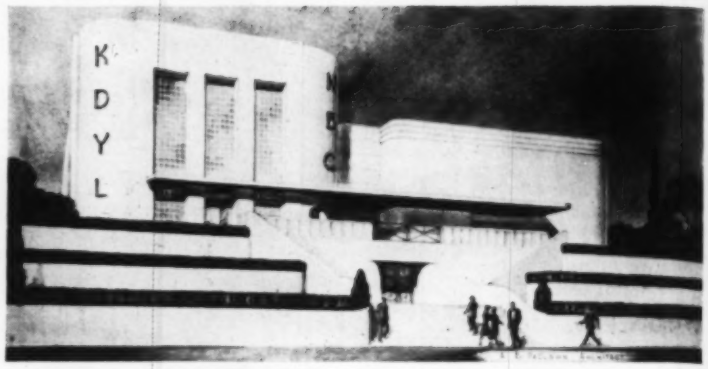
HORACE HAGEDORN, general manager of the New York office of Howard H. Wilson Co., station representative,, will resign April 1 and will announce his plans in the near future. John F. Johns of the company's Chicago office succeeds him.

Mr. Hagedorn formerly owned his own radio sales representative company and previously was eastern sales manager of the Virginia Broadcasting System He also was one of the organizers of the Broadcasters' Bull Session, weekly luncheon meeting of New York radio executives, formed two years ago. Mr. Wilson was in New York last week in connection with the reorganization.

Costly to California

BECAUSE of the ASCAP-radio controversy, California is losing money. When Charles Loveland, composer of "The One Rose", died without heirs, California inherited copyright to the ASCAP controlled song. With radio stations refusing to play ASCAP music, royalty on the song has dropped from $51.08 to $34.88, or 36%.

NEW 1940 BLUE BOOK of the Association of Canadian Advertisers listing data on all Canadian advertising media, carries detailed listings of all Canadian radio stations, and gives a detailed analysis of distribution of radio receivers, of population and households.



SOMETHING NEW in a studio and office building is this new $125,000 structure being built this spring by KDYL, Salt Lake City. Ultra-modern in every respect, the building was designed to conform to the natural contour of the site and will be three stories high in the front and two at the rear. According to plans announced by S. S. Fox, KDYL president and general manager, mechanical equipment is to be on display on the ground floor. In addition a large showroom and gallery will show the latest in radio and television. On the two upper floors will be offices and three studios. The two smaller studios and offices are approached through a two-story rotunda, from which the main control room may be viewed through large glass windows. In separate soundproof wing is the main studio, seating 250, with a large stage. The entire building is to be completely air conditioned and fluorescent lighted. Glass block is used throughout the offices. The building material is reinforced concrete and terra-cotta, with a wide concrete cantilever canopy.

PINING FOR SALES IN ADELINE (Ky.)?

If Adeline (Ky.) is the flower of your heart, don't try to cover it with WAVE! Adeline is one of the tiny Kentucky towns we don't reach . . . But here in the MILLION-*plus* Louisville Trading Area—where income-tax payers outnumber *all the rest* of Kentucky by almost *two to one*—WAVE does a job! . . . When you buy WAVE you buy *complete* coverage—at lowest cost—of the most *profitable* market in all of Kentucky! Let us send you the proof!

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Radio Advertisers

CARDINET CANDY Co., San Francisco (candy bars) sponsor of *Night Editor* dramatic skits by Hal Burdick since 1934 on the Pacific Coast Red NBC network, has renewed its contract for 52 weeks. Program is released Sundays, 8-8:15 p.m. (PST) on KPO KFI KGW KOMO KHQ KMJ. Agency is Tomaschke-Elliott, Oakland.

O'CONNOR, MOFFATT Co., San Francisco (department store) spasmodic user of radio, recently started sponsorship of a daily newscast by Phil Stearns on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

SWERL PRODUCTS CO., Oakland, Cal. (soap), recently concluded an intensified, brief spot announcement campaign on KPO, KJBS and KLX. Agency is Lord & Thomas, San Francisco.

A. B. CAMPBELL Carpet Cleaning Co., New York, is planning spot announcements four times daily on two or three New York city stations, as yet not chosen. Armstrong, Schliefer & Ripin, New York, handles the account.

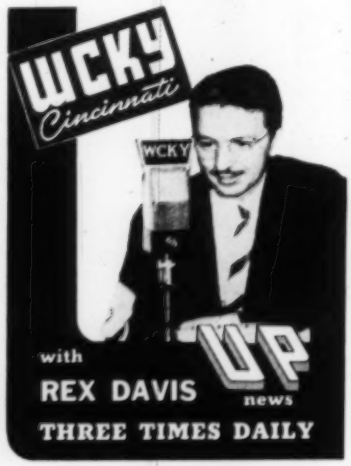
KILPATRICK BAKING Co., San Francisco (chain bakeries) currently sponsoring *The Lone Ranger* on Don Lee stations in California, on Feb. 1 augmented its radio campaign with 18 spot announcements weekly on KSRO, Santa Rosa; KDON, Monterey, and KHUB, Watsonville, for 52 weeks. Agency is Emil Reinhardt, Oakland, Cal.

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cubs), on Feb. 15 started *Cubs* on CFRB, Toronto; CFPL, London, Ont.; CKCO, Ottawa; CKLW, Windsor, Ont.; CBM, Montreal; Sat. 5:30-6 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

SHIRIFF'S Ltd., Toronto (jams, jellies), starts on Feb. 17 *Did I Say That* on CKAC, Montreal, thrice-weekly, and Feb. 18 on CFCF, Montreal, twice-weekly; on Feb. 19 *Fun Parade* weekly on CFRB, Toronto. In addition newscasts have been started six times weekly on CFRB and a participating program is to be started later in February, four times weekly through Cockfield Brown, Toronto.

LAURA SECORD CANDY SHOPS, Toronto (national chain store), on March 6 extends quarter-hour *Songs You Like to Hear* weekly to CHRC, Quebec; CFRC, Kingston, Ont.; CKCO, Ottawa; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont.; CFPL, London, Ont. Account was placed by Cockfield Brown & Co., Toronto.

CAMPBELL SOUP Co., Toronto, will extend transcribed *Amos & Andy* on March 3 to CFQC, Saskatoon, Sask.; on May 5 to CKY, Winnipeg, bringing total stations carrying the program to nine. Account placed by Cockfield Brown & Co., Toronto.



KFRU
COLUMBIA, MO.
The personality station covering the heart of Missouri. 1370 Kc. 250 Watts. Affiliated with KXOK, St. Louis, Mo.

W. F. McLAUGHLIN Co., (Manor House Coffee), on March 3 renews for 52 weeks its five weekly *Coffee Time* program, featuring Norman Ross, on WMAQ, Chicago. Agency is Sherman K. Ellis & Co., Chicago.

BATTLE CREEK NATURAL PRODUCTS Corp., Battle Creek, Mich., on Feb. 10 starts a series of thrice-weekly health talks on WMCA, New York, with C. H. Fingerhood, editor of *Successful Living Magazine*, a subsidiary of the company. Program, *Voice of Health*, is heard 8:45-9 a. m., and was placed by Metropolitan Adv. Co., New York.

MADISON LONG ISLAND Personal Loan Co., Brooklyn, extensive user of radio in Metropolitan New York, on Feb. 10 started 52-week sponsorship of six programs weekly on WHN, New York, and five five-minute programs weekly on WAAT, Jersey City. Contract on WHN includes an hour Sundays and several ten-minute and quarter-hour programs daily. Company also uses 21 spots weekly on WINS, New York, to promote its loan service. Agency is Klinger Adv. Corp., N. Y.

HAROLD F. RITCHIE & Co., Toronto (Brylcreem), has started a test campaign on CKSO, Sudbury, Ont. Account was placed by J. J. Gibbons Ltd., Toronto.

EASTERN STEEL PRODUCTS, Preston, Ont., has started market broadcasts twice weekly on CFRB, Toronto, and spot announcements on six Ontario statoins. Account was placed by Cockfield Brown & Co., Toronto.

STEELE-WEDELES Co., Chicago (wholesale grocers), on Feb. 17 started *Marriage License Bureau Romances*, to promote Savory coffee, on WGN, Chicago, featuring remote control interviews direct from the bureau of couples applying for licenses. Quin Ryan will conduct the programs. Thrice-weekly quarter-hour shows are heard Monday, Wednesday and Friday at 1:30 p.m. (CST). Agency is Erwin, Wasey & Co., Chicago.

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cubs), on Feb. 20, 21, and 22, starts weekly transcribed half-hour children's quiz *Snappy Answers* on CFRN, Edmonton; CJOR, Vancouver; CJCB, Sydney, N. S.; CKSO, Sudbury, Ont.; CFRC, Kingston, Ont.; CHNS, Halifax; CHSJ, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJRC, Winnipeg; CFAC, Calgary, Alta. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

S. C. JOHNSON & Co., Racine, Wis. (Wax-O-Namel), on March 3 renews for three months its thrice-weekly quarter-hour *A Brighter World*, conducted by Alexander McQueen, on WBBM, Chicago. Agency is Needham, Louis & Brorby, Chicago.

HORN & HARDART Automats and Retail Shops, New York, on Feb. 10 started a new series of early morning news programs on WMCA, New York. The 7:15 a.m. feature, *The Morning Herald, Free Newspaper of the Air*, features Alun Williams as editor.

TODD'S CLOTHES SHOP, Los Angeles, has started a weekly quarter-hour commentatory program, *Dear Uncle Sam*, on KECA, that city. Contract is for 12 weeks, having started Feb. 5. Program features Don McNamara and Bill Stulla, who discuss controversial subjects. Firm is also sponsoring a thrice-weekly quarter-hour newscast on KECA, and will continue to use spot announcements on Southern California stations. N. J. Newman Adv. Agency, Los Angeles, has the account.

FEDERAL OUTFITTING CO., Los Angeles (chain clothiers), through Heintz, Pickering & Co., that city, is sponsoring the thrice-weekly quarter-hour comedy-musical series, *Drug Store Cowboy*, on KNX, Hollywood. Featured is Elmore Vincent. Maury Webster announces. Fred Becker, agency radio director, produces, doubling as straight man on the program. Dean Holt is organist.

Boys Series on Disc

CLAIMED as the most elaborate coverage given its type of program, the *Father Flanagan's Boys Town* series, heard Sundays on WLW, Cincinnati, is being transcribed for broadcast on 103 other stations in 27 States. Recordings are made in WLW studios under supervision of Harold Carr, production chief, using the WLW dramatic staff, with John Amrein playing the role of Father Flanagan. Actual cases of homeless boys, taken from Boys Town files, are dramatized. Charles Lammers directs the series.

BOOKHOUSE FOR CHILDREN, Chicago (My Bookhouse—children's series), on Feb. 4 started a test campaign of thrice-weekly participations in *Mrs. Page's Program* on WJR, Detroit. Contract is for 13 weeks thru Presba, Fellers & Presba, Chicago.

S. & G. GUMP, San Francisco, famous importer of art objects, on Feb. 16 started sponsorship of *Gallery of Celebrities*, conducted by Art Linkletter on KSFO, San Francisco, Sundays, 5:30-5:45 p.m. (PST). Famous personalities visiting the city are interviewed on subjects upon which they are best qualified to speak. Account is placed direct.

GAINER & KOEHLER, Chicago (Interstate Furniture Co.), consistent user of local radio, on Jan. 24 assumed sponsorship of *The Bureau of Missing Persons*, Monday-Friday 11:15-11:30 a.m. on WJJD, Chicago. Because of requests the program was returned to the air Jan. 24 after an absence of two months.

MISSION WATER HEATER Co., Los Angeles, new to radio, in a 13-week campaign started Feb. 10 is sponsoring alternate participation five times weekly in the combined *Eddie Albright* program and *Norma Young's Happy Homes* on KHJ, that city. Agency is Robert F. Dennis Inc., L. A.

THE PARIS, Cincinnati (women's fashions) has named Key Adv. Co., Cincinnati, as agency and plans a spot campaign to start March 1. Lloyd Baldwin is account executive.

DR. S. M. COWEN, Los Angeles (credit dentist), with 12 offices in Southern California, is sponsoring an average of eight transcribed dramatic announcements daily on 10 different stations, KGFJ KFVD KRKD KFAC KMPC KFWB KMTR KFOX KFSD KTMS, as well as on XEMO, XEBG, Tiajuana, Mexico. The concern sponsors a nightly quarter-hour live program, *America Looks Ahead*, with Robert Arden, commentator, on KFWB and KFOX. Dr. Cowen has increased his 1941 radio appropriation by $10,000 over that of last year. Transcribed announcements are being cut by Associated Transcriptions.

DOWNTOWN BUSINESS MEN'S Assn., Los Angeles, to advertise the semi-annual Dollar Day, used a total of 400 spot announcements on 8 Southern California stations in a four-day campaign Feb. 12-15 inclusive. Stations were KNX KFI KECA KFWB KMPC KMTR KRKD KIEV. Hillman-Shane Adv. Agency, Los Angeles, has the account.

TIP TOP TAILORS, Toronto (national chain store) starts about Feb. 20 thrice-weekly transcribed spot announcements on more than 20 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

WITH new transmitter facilities housed in this ultra-modern structure, KIRO, Seattle, plans to begin operation with its recently authorized 50 kw. within 90 days. Western Electric equipment is being installed and two directional antennas, each 526 feet high, are being constructed. An emergency transmitter, to be powered by a 50 kw. gasoline engine generating plant, will be included. Location is on Vashon Island in Puget Sound.

New Building Planned Following KRRV Fire

KRRV, Sherman-Denison, Tex., has announced plans for a new brick building to house its Sherman studios which were damaged by fire Feb. 4. Construction of the new building is already under way. Plans for the new studios call for an auditorium, a main studio 18 x 24 feet, two offices, a control room, a supply room and air conditioning plant.

Fire partially destroyed the studios when a blaze which broke out in a storage closet burned the control room and manager's office. The main studio was damaged by smoke and water. Included in the loss was a new supply of transcriptions and records as well as furniture and control room equipment. The station was off the air only 45 minutes, resuming operations from Denison.

These are just a few . . .

—GENERAL FOODS
—GENERAL BAKING
—AMERICAN TOBACCO
—STANDARD BRANDS
—TEXACO
—FELS NAPTHA
—ADAM HATS
—COCA COLA
—RALSTON PURINA
—PHILIP MORRIS
—CITIES SERVICE
—TUMS
—BROWN WILLIAMSON

who know

IT'S THE ONLY WAY TO REALLY SERVICE 300,000 RADIO HOMES

WCBA—WSAN

Lehigh Valley Broadcasting Co.

ALLENTOWN, PA.

NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

NEW YORK OFFICE:
30 ROCKEFELLER PLAZA
CIRCLE 7-0228

Same Voice for All

DOWN in Arizona radio is being used to simplify civil service examinations. Responding to complaints by persons taking shorthand examinations that an examiner in one city does not speak as distinctly as the examiner in another city, Arizona Broadcasting Co. stations on Feb. 11 carried one examiner's dictation for a state-wide stenographic examination for positions with the State Unemployment Compensation Commission. Candidates for the jobs in Phoenix, Flagstaff, Winslow, Tucson, Globe and Bisbee were seated in front of loudspeakers, all taking the dictation voiced by an examiner in the studios of KTAR, Phoenix. Richard H. Smith, supervisor of the State's merit system, is credited with originating the idea.

Temporary WMC Boost

TEMPORARY authorization to operate with 5,000 watts fulltime, to offset interference caused by a Cuban station on its frequency, was granted WMC, Memphis, last Wednesday by Commissioner T. A. M. Craven, in charge of special authorizations. CMBC, Havana, listed as using 5,000 watts on 780 kc., assigned to WMC, is said to be causing the interference. The special authorization, for 30 days, specifies that it shall terminate immediately when CMBC ceases operating on the frequency, reduces its power so that additional interference is not involved and pending the Havana Treaty reallocation March 29.

REPLACING its former five-minute Selective Service programs, MBS is presenting a weekly quarter-hour series on the same subject in cooperation with the Junior Board of Commerce of Washington and the Selective Service Bureau.

The Other Fellow's VIEWPOINT

Another Side

EDITOR, BROADCASTING,

May I suggest that you put that "Media Trends" editorial, which ran in your Jan. 27, 1941 issue, in the follow-up for a reading five years hence to get the true answer to your gloating about the "39 newspapers that gave up the ghost during 1940".

Maybe newspapers deserve the kind of a sock that you passed out in this editorial but I'm wondering if you've given any thought to the kind of cooperation that radio is receiving from newspapers.

Doesn't radio owe something to newspaper publishers for the space that they contribute for radio listings plus the many publicity stories written by trained writers? Last, but not least, what about the news service that has developed to such important proportions?

Radio may be "red hot" as an advertising medium but it's not so powerful that it can afford to brag or gloat at the expense of newspapers or, for that matter, any other media.

A. C. G. HAMMESFAHR
Metropolitan Sunday Newspapers Inc.
New York

Feb. 10

KFEQ's 680 kc.

EDITOR, BROADCASTING,

On Page 40 of the Feb. 3 issue of BROADCASTING, we note that you make the statement, "The FCC made no effort to decide in advance the disputed assignments on 680 and 690 kc. Under the Sept. 10 lists, KFEQ, St. Joseph, Mo., was shifted to 680 kc., a Class II facility. KWK, St. Louis, has applied for this facility and both applications have been *designated* for hearing."

We wish to inform you that this statement is absolutely incorrect, since Station KFEQ is not being shifted or changed from its present 680 kc. assignment in any way. For your information, this station has been operating on this 680 kc. frequency since 1930. KWK, in St. Louis, now on the 1350 kc. frequency and scheduled to go to 1380 kilocycles as of March 29, has filed an application to usurp and appropriate our present assignment on the 680 kc. frequency.

Since we have spent considerable money advertising this station's facilities and its use of the 680 kc. frequency, including space in your own publication, we shall expect to have this correction made in the next issue of your publication.

B. PITTS, *Manager*
KFEQ, St. Joseph, Mo.

Feb. 11, 1941.

EXPORTS OF RADIOS SHOW SLIGHT DROP

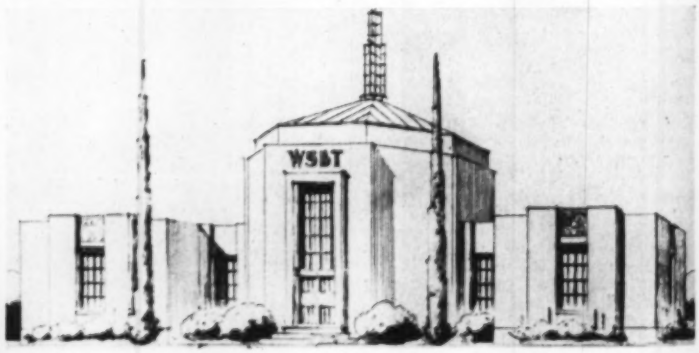
EXPORTS of radio and radio equipment from the United States in 1940 were valued at $22,037,234 as compared with $22,180,561 in 1939, according to the Electrical Division, Department of Commerce. These exports amounted to 15.9% of the total electrical equipment exported to all countries.

Radio receiving sets shipped to foreign markets during 1940 were valued at $10,155,445, a decrease of 2.8% from the 1939 total of $10,452,020. Transmitting sets, tubes and parts therefor marketed abroad in 1940 reached the highest level since this classification has been recorded and were valued at $3,287,879, an increase of 22% over 1939 total of $2,695,790.

Exports of radio tubes in 1940 were smaller than for any year since 1932 and were valued at $2,451,920. This compares with foreign sales of radio receiving tubes in 1939 valued at $3,000,701. Exports of radio receiving sets components had a valuation of $5,166,757 in 1940, an increase of 4% over the 1939 total of $4,965,016. Sales of other receiving sets accessories enjoyed the best year since 1929 with the exception of 1937, exports being valued at $621,947 compared with $492,116 in 1939.

Capt. Redman to Capital

CAPT. JOSEPH R. REDMAN, commanding officer of the *USS Henderson*, has been assigned to duty in Washington as assistant director of the Office of Naval Communications, under Rear Admiral Leigh Noyes. He succeeds Capt. E. C. Raguet.



THIS NEW transmitter building is being erected by WSBT, South Bend, Ind. Located on a 38-acre tract southeast of the city, the building will be of hollow-tile construction faced with off-white brick. It will front 91 feet, with depth of 24 feet except the center section which will be built on a diameter of 38 feet. Transmitter will be in the center, with living quarters in one wing, and garage and work facilities in the other. WSBT will start March 29 on 960 kc. fulltime, eliminating WFAM, the other station owned by the *South Bend Tribune*. The *Tribune* on Feb. 5 was granted a CP for an FM station on 47.1 kc, with operation to start in six months. A 10,000-watt transmitter will be housed here, with a special turnstile antenna to be erected on the top of the middle tower.

Radio Selling for Defense

(*Continued from page 9*)

manufacturers' investments, scheduled production and employment convinces him that there has been an accumulative shift of hours among 100,000 skilled and unskilled workers in these towns and cities. The next step is to determine the exact working schedules and place a plus-program to reach these listeners at a new time.

Does It Pull Audience?

A natural question at this point might be, "Does plus-programming pull audience?"

It does. At least, that has been the experience at WOR.

WOR has aggressively promoted plus-program buying during the past three years and part of the selling used has demanded careful audience checking of plus-programs on the station.

For instance, one WOR plus-program, according to a check made by C. E. Hooper, was averaging 4.4% of the radio homes in the New York area while on another major station. Within the brief period of approximately nine months on WOR as a plus-program, this show increased its total audience 106%—which was 2¼ times greater than the percentage increase obtained by the live show on the other major station!

Four months after another major station sponsor placed a transcribed version of his show on WOR, the WOR plus-program was getting an audience 77% greater than the live show on the other major station.

These and a score of other specific examples definitely prove that plus-programs are a necessity rather than a temporary experiment or indulgence by sponsors using stations in major markets. The present defense boom certainly makes the need for them more imperative than ever.

Added Values

Besides protecting his listening audience and increasing his sales, the sponsor who steps out to meet the new programming problems created by defense obtains added values.

In the first place, if he places a show different from the one he's using at another time, he naturally increases the merchandising effectiveness of his campaign.

Defense rebroadcasting and plus-programming offers him a strong selling incentive for his dealers, wholesalers, and others who form a necessary link in his distribution and sales from day to day.

He may, in fact, spot his rebroadcast or plus-program on Saturday morning, preceding the heavy shopping of Saturday afternoon. In this manner he not only obtains the nearest thing to point-of-purchase advertising in radio, but, due to the five-day week, reaches the entire family . . . an evening audience at daytime rates!

The opportunities for the sponsor, agency and station are varied and numerous. The immediate job is to realign selling to meet these present and impending shifts.

26 HOURS PER WEEK

Auto Distributor Signs Big Contract in Chicago

RADIO HAD another feather put in its cap on Feb. 12 when Bird-Sykes Co., Chicago, new and used car distributor, signed a 26-week contract with WIND, Gary, Ind., for 26 hours weekly. Sponsor tried radio a few months ago when it purchased 250 Graham-Paige automobiles, the entire lot which remained at the factory when the company stopped the production of automobiles and started defense order production.

When it took less than five weeks via radio to sell every car in stock the distributor decided to put the major portion of his budget in air time. The contract with the Gary outlet, one of the largest in point of hours used per week by one sponsor ever signed in Chicago, was negotiated by Earl Fenton, salesman of the station, and Dave Bennett & Assoc., agency representing the account. The program, *Night Watch*, includes transcribed music, news reports and commentary by Riley Jackson, conductor of the series. Broadcast time is midnight to 4 a.m. Tuesdays thru Sundays, and midnight to 2 a.m. on Mondays.

PLANE and fancy merchandising was used by KYW, Philadelphia, when one of its listeners won the Piper Cub airplane offered on NBC's *Wings of Destiny* sponsored by Brown & Williamson Tobacco Co. The plane was brought to the studios for a special broadcast and was suspended two days on the facade of the KYW building.

CANADA CIRCUITS OF BUP COMBINED

BRITISH United Press announced Feb. 6 it had combined its two eastern Canadian radio news circuits and extended lines to Halifax in the east, Sault Ste. Marie in the west and north to Timmins, Ont.

With the merger and extension, the new circuit is the longest operating in Canada and the only all-Canadian full-time radio news service existing in the Dominion. The circuit is controlled from Montreal where the basic world and national news report is compiled by a special staff. Bureaus in Toronto, Ottawa and Halifax have access to the wire for regional filing.

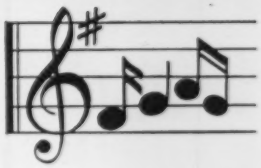
The new circuit operates 21 hours six days a week and 19 hours on Sunday. A second radio news circuit is operated by British United Press out of Winnipeg for Manitoba, Saskatchewan and Alberta stations.

Magazine's Spots

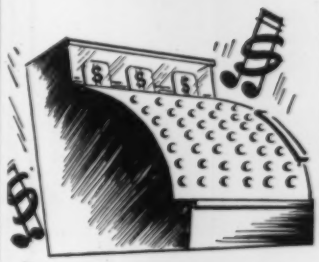
THE GUIDE GROUP Publications, promoting the sale of *Click* Magazine, is testing spot announcements on three Washington stations, WJSV, WMAL, WRC. Copy of the 12 announcements broadcast around publication date, the 15th of each month, is written around editorial content with Washington locale. If test is successful, the idea will be used extensively in other cities, according to the Al Paul Lefton Agency, Philadelphia.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

TOLEDO
A Fort Industry Market



There are no RESTRICTIONS ON THE TUNES



Cash Registers Sing For Advertisers on This 5000 Watt NBC Basic Red Station

Ask any of 'em!
(or KATZ can tell you)

A FORT INDUSTRY STATION

5,000 WATTS
WSPD
TOLEDO, OHIO

STRENGTH
.. one of three extra values

The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG. PITTSBURGH, PA.
Offices in Principal Cities

Agencies

THE San Francisco office of Ruthrauff & Ryan recently moved into larger quarters in the Russ Building and increased its personnel. R. M. Watson is the agency's San Francisco manager.

DON HENSHAW has joined Walsh Adv. Co. Ltd., Toronto, as radio director. He was formerly radio director of A. McKim Ltd., Toronto.

H W. KASTOR & SONS Adv. Co., Chicago, has established West Coast offices at 6331 Hollywood Blvd., Hollywood. David McCosker, recently appointed Pacific Coast representative, is in charge. Firm is currently producing the weekly CBS program, *Those We Love*, sponsored by Proctor & Gamble Co., and the NBC *Dear John* dramatic serial, sponsored by Welch Grape Juice Co. Gordon T. Hughes is agency Hollywood producer.

FRED L. EDWARDS, formerly commercial manager of KFJZ, Fort Worth, Tex., and before that connected with the production department of CBS, New York, has joined the Russel M. Seeds Co., Chicago, as time buyer of the radio department. Calvin E. Austin, formerly of Blackett-Sample-Hummert Inc., Chicago, on the same date joined the agency as account executive in the new business department.

LYLE HOSLER, for the last 11 years associated with the advertising department of Caterpillar Tractor Co., Peoria, Ill., was recently appointed manager of the Kane Adv. Agency's Peoria office.

LLOYD BALDWIN, account executive, has been named radio director of Key Adv. Co., Cincinnati.

JOHN WARD, for the last two years account executive of Lake-Spiro-Shurman Inc., Memphis agency, has been named director of creative work by Avron Spiro, president of the agency.

CARL STANTON, New York executive of Lord Thomas of the American Tobacco Co. account, (Lucky Strike cigarettes, is in Hollywood to check up on West Coast training camps as origination points of the weekly NBC Kay Kyser's College of Musical Knowledge, sponsored by the latter concern.

JANE SCOTT, formerly of Sherman & Marquette, Chicago, has joined Lord and Thomas, same city, to work on the *Wayne King* program, heard on CBS for Luxor products.

HUGO WAGENSEIL & Associates, Dayton, Ohio, has been elected to membership in the American Association of Advertising Agencies.

H. G. MOELLER, for the last three years owner of his own service agency, in mid-January joined Behel & Waldie, Chicago, as account executive.

Chicago Agency Adds

BEAUMONT & HOHMAN, Chicago, during January added the following personnel to the Chicago office: Walter B. Martin, formerly of the copy department of Ruthrauff & Ryan, Chicago, and before that connected with BBDO & J. Walter Thompson, Chicago, has been appointed head of the creative department; Jack Ross, producer, writer and actor, has joined the radio department, and C. O. Puffer, has been transferred from the agency's Kansas City office and named vice-president in charge of new business and promotion. Guy Davis remains as Chicago office manager and director of service.

HUGO C. VOGEL, account executive of Reincke-Ellis-Younggreen & Finn Inc., Chicago, has been appointed radio director. Before joining the agency last November, Mr. Vogel was with Beaumont & Hohman Inc., Chicago, for four years as vice-president and radio director.

FRANK F. WIEDER has joined Julian G. Pollock Co., Philadelphia, as account executive. He was formerly vice-president and advertising manager of A. B. Kirschbaum Co., Philadelphia clothing manufacturer.

JANET WATSON, formerly a copywriter in the radio department of Lennen & Mitchell, New York, has joined the radio staff of Compton Adv., New York, where she will work on Procter & Gamble commercials.

MORSE PETERMAN for the past four years account assistant in the Los Angeles office of Ralph L. Power Agency, has enlisted in the army. He is stationed with the headquarters battery of the 75th field artillery battalion at Camp Ord, Cal.

KATHERINE RICHARDSON has joined Dan B. Miner Co., Los Angeles, as copywriter. She succeeds Don Menke who resigned that post to become production manager of Associated Counsellors Inc., Phoenix.

WILLIAM O'BRIEN, space buyer of Guenther-Bradford & Co., Chicago, on Jan. 27 was guest at a dinner and presented with a wrist watch from the office staff in commemoration of his 20th anniversary with the agency.

STANFIELD & BLAIKIE, Montreal agency, has opened a Toronto office with E. V. Hammond as manager.

H. G. LITTLE, former vice-president of Lord & Thomas has been appointed advertising manager of the Nash Motors Division of the Nash-Kelvinator Corp. A. R. Boscow, assistant to the general sales manager, and former advertising manager of Nash, becomes fleet sales manager.

AVAILABLE FOR SPONSORSHIP

"The Classical Album"

THE WORLD'S MASTERWORKS OF MUSIC

EVERY WEEKDAY EVENING

AT NINE O'CLOCK

WMEX

BOSTON

5000 WATTS FULL TIME

BASEBALL, day and night, during the season, including all home games of the Browns and Cardinals except those on Sundays and holidays, will be sponsored on KXOK, St. Louis, by Hyde Park Brewery Assn. Gabby Street, former big league manager, begins his second year for KXOK and Hyde Park. France Laux, veteran of 12 years baseball announcing on KMOX and a leading sports announcer, and Cy Casper, regular KXOK sports announcer, will complete the three-man team. At the contract signing were (l to r), front row, Street, Laux and Casper; standing, Oscar Zahner, of Ruthrauff & Ryan, and Clarence Cosby, of KXOK.

AGENCY Appointments

GENERAL ICE CREAM Corp., Schenectady, a division of National Dairy Products Corp., New York. (Sealtest dairy products) to McKee & Albright, New York. Company currently sponsors *Sealtest Rudy Vallee Program* on the NBC-Red.

RAMSDELL Inc., New York (cosmetics), to Street & Finney, New York. No radio plans have been announced, but company has used radio in the past.

LUTHER FORD & Co., Minneapolis (Mrs. Stewart's laundry bluing) to Campbell, Mithun Inc., Minneapolis. Plans are to use spot radio for a spring campaign in key markets.

GOLDEN STATE CO. LTD., San Francisco (dairy products) formerly a heavy user of radio, to Ruthrauff & Ryan, San Francisco.

PATHFINDER PETROLEUM Co., Los Angeles (gasoline), to Theodore R. Creamer Adv., Los Angeles. Currently sponsoring weekly quarter-hour narrative program, *The World's A Stage*, on KFI, that city.

JOSEPH BURNETT Co, Boston, to H. B. Humphrey Co., Boston.

Dr. D. JAYNE & SON, Philadelphia (proprietary) to Carter-Thompson Co., Philadelphia.

S. A. SCHONBRUNN & Co., New York (Savarin Coffee) to M. H. Hackett Inc., New York.

CUMBERLAND BREWING Co., Cumberland, Md., to McDaniel, Fisher & Spelman Akron.

GEPPERT STUDIOS, Des Moines, to Cary-Ainsworth, Des Moines.

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (Gold Medal Oats and Macaroni), to D. T. Campbell Inc., Chicago

HUB VACUUM STORE, Chicago (national chain selling reconditioned vacuum cleaners), to Lane, Benson & McClure, Chicago. Radio may be used.

A. B. CAMPBELL Carpet Cleaning Co., New York, to Armstrong, Schliefer & Ripin, New York. Company is planning spot announcements four times daily on two or three unselected New York stations.

Schonbrunn in N. Y.

S. A. SCHONBRUNN & Co., New York (Savarin coffee), through its newly-appointed agency, M. H. Hackett Inc., New York, is starting a New York City campaign with sponsorship of *Dorothy Thompson* one quarter-hour weekly on WOR, 60 weekly spot announcements on WHN, and a weekly announcement on WMCA.

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO.
NBC RED NETWORK

INS
Have you seen the new exclusive special INS radio features? They're different—sure-fire bets for that sponsor you want. Samples on request.
INTERNATIONAL NEWS SERVICE

Cooperative Rep Firm Is Organized in Canada

A COOPERATIVE station representation firm to be known as Radio Representatives Ltd., has been formed in Canada with headquarters in Toronto. Differing from most representation organizations, this company is operated by the five western Canadian stations it represents, the board of directors consisting entirely of the station operators with the exception of Jack Slatter, formerly their eastern Canadian representative, who becomes managing director. A. A. Murphy, CFQC, Saskatoon, Sask., is vice-president, and the directors are H. G. Love, CFCN, Calgary, Alta,; G. R. A. Rice, Edmonton, Alta.; Dawson Richardson, CJGX, Yorkton, Sask.; H. Dougall, CKPR, Fort William, Ont.

At the same time it was announced in Chicago, that these five stations will in future be represented exclusively in the United States by Howard H. Wilson Co.

Radio Representatives Ltd., will act primarily as representative of these five and any other stations joining the group. Offices at present are located, in addition to Toronto, in Montreal. Production and the sale of transcriptions will also be undertaken for the group, with the company at present working closely with Dominion Broadcasting Co., Toronto.

ARTHUR FULTON of Fulton Radio Enterprises, Hollywood, has become a stockholder in the Walter Biddick Co., Los Angeles station representatives.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

BUY SEVEN SPOTS FOR THE PRICE OF THREE

Seven 1 minute spots—night-time rate—on WMBG—the Red Network outlet in Richmond—cost $105.00—or $15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost $105.00—or $35.00 each.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.
National Representative—John Blair Co.

WHB
has a swell spot for a juvenile show if you'd like to be part of this line-up:
5 P. M.—*Available*
5:15—The Lone Ranger
5:30—Orphan Annie
5:45—Captain Midnight
KANSAS CITY

FM
with *Simplified*
CIRCUIT DESIGN
GENERAL ELECTRIC

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

WOL
WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
RADIO SALES
WASH., D. C.

Treaty Shifts, Recent Advance In Radio Studied at Columbus

Problems of High-Fidelity and FM Considered; Video Standards Explained by Dr. Baker

REALLOCATION, television and technical FM considerations drew major attention of 200 technical radio experts during the opening days of the fourth annual Broadcast Engineering Conference being held Feb. 10-21 in Columbus, O., under auspices of the electrical engineering department of Ohio State U. As the conference goes into its second week further comprehensive discussions of FM are prominent on the agenda.

Speaking Feb. 10-11 on "Sound Reproduction From Recordings", F. V. Hunt, of Harvard U, explained the theoretical reasons for the various factors entering into reproduction. He expressed the opinion that if it was desired and an operator was willing to spend the money, reproduction from recordings could be accomplished with satisfactory quality for high-frequency broadcasting, with frequency range up to 15,000 cycles attainable. He commented, however, that development costs likely would be high to attain this standard.

Studio Acoustics

Paul J. Washburn, of Johns-Manville Corp., discussing "Studio Acoustics" described factors involved in treating studios for broadcast purposes. He emphasized the application of acoustic treatment to FM, pointing out the difficulty of obtaining acoustic materials with uniform absorption over a band of frequencies up to 15,000 cycles.

Television was covered thoroughly by Dr. W. R. G. Baker, chairman of the National Television System Committee, NTSC panel chairmen; Dr. P. C. Goldmark, CBS chief television engineer, and Harry Sadenwater, of RCA. Reviewing the NTSC recommendations for commercial television standards, Dr. Baker explained reasons for NTSC decisions on various proposals. Further discussion on television standards came at an evening session Feb. 10.

Dr. Goldmark illustrated his lecture on color television with slides demonstrating different aspects of color television's development. Mr. Sadenwater discussed the present status of visual broadcasting, calling attention to RCA's large-screen television, AT&T wire-line relaying of television, RCA radio and CBS color television. He predicted that television would become the greatest entertainment and advertising medium ever known. Mr. Sadenwater observed also that if television continues to develop, it could become a big factor in national recovery after the present crisis ends, as was the case with radio after the World War. He held that despite industry's concentration on defense matters, there still is room to allow television to develop at a healthy rate.

Paul A. Loyet, chief engineer of WHO, Des Moines, on Feb. 13 described in detail the polyphase broadcasting experiment carried on by WHO which effects a substantial saving in modulator power.

Defense Problems

Substituting for FCC Chief Engineer E. K. Jett, absent because of illness, Gerald C. Gross, chief of the FCC international section, at an evening session Feb. 11 spoke on "Communications in the National Defense". Mr. Gross described the organization and functions of the Defense Communications Board, pointing to the growing importance of radio as a medium of objective information for the public and as a vital link in all modern military operations.

Living up to its record as one of the most popular sessions of the conference was the general discussion and question box feature conducted Feb. 12-13 by A. D. Ring, FCC assistant chief engineer, assisted by Lynne C. Smeby, NAB director of engineering. Apart from general questions on FCC rules and regulations, Mr. Ring discussed in detail the reallocation problem and procedure. Engineers were cautioned to order immediately new transmitter crystals, preparatory to frequency switches, although Mr. Ring indicated that manufacturers had given assurance to the FCC that crystals could be obtained before the reallocation went into effect.

The most serious problem regarding reallocation appeared to be the changing of directional antenna arrays. Mr. Ring recommended that all engineers secure FCC Release No. 47182, which outlined the procedure to follow in working the shifts.

Also it was mentioned that the NAB had requested that the FCC extend the regular experimental period of 1-6 a.m. to midnight-7 a.m., with the provision that no modulation be allowed between midnight and 1 a.m., to allow more test time during each night as an aid to making the frequency shifts. It was requested that this go into effect temporarily until March 30. A unanimous vote by attending engineers supported the request. During a discussion on FM rules and regulations, Mr. Ring indicated that the FCC was studying a plan to allow stations to start commercial FM operation on a temporary basis.

TWENTIETH CENTURY-FOX Film Corp., New York, in cooperation with Roxy Theater, New York, is promoting the film "Western Union" with one-minute spot announcements daily on three New York stations, WQXR, WMCA and WHN; and on WWRL, Woodside, L. I., and WAAT, Jersey City. Kayton-Spiero, New York, is agency.

Network Accounts

All time EST unless otherwise indicated.

New Business

KNOX GELATINE Co., Johnstown, N. Y., on Feb. 18 starts *Behind the News With Bob Garred* on 3 CBS-Pacific stations, Tues., Thurs., 7:50-8 p.m., Sat., 7:45-8 p.m. (PST). Agency: Kenyon & Eckhardt, N. Y.

RICHARD HUDNUT Inc., New York (Marvelous cosmetics) on April 1 starts *Hollywood Showcase* on 7 CBS-Pacific stations, Tues., 9:30-10 p.m. (PST). Agency: Benton & Bowles, N. Y.

Renewal Accounts

NEIGHBORS OF WOODCRAFT, Portland (insurance), on Jan. 28 renewed for 13 weeks *Good Morning Neighbor* on 31 Pacific Coast Don Lee stations, Tues., Thurs., 8-8:30 a.m. (PST). Agency: Mac Wilkins & Cole, Portland.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on March 16 renews *The Moylan Sisters* on 15 NBC-Blue stations, Sun., 5-5:15 p.m. Agency: Clements Co., Philadelphia.

F. G. VOGT & SON, Philadelphia (Philadelphia scrapple), on March 16 renews *Olivio Santoro* on 15 NBC-Blue stations, Sun., 5:15-5:30 p.m. Agency: Clements Co., Philadelphia.

RALSTON-PURINA Co., St. Louis (cereals), on Feb. 28 renews *Tom Mix Straight Shooters* on 24 NBC-Blue stations, Mon. thru Fri., 5:45-6 p.m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

KRAFT CHEESE Co., Chicago, on Feb. 16 adds the CBC to *Kraft Music Hall* on 84 NBC-Red Stations, Thurs. 9-10 p.m. Agency: J. Walter Thompson Co., Chicago.

GENERAL MILLS Inc., Minneapolis (Corn Kix), on Feb. 23 discontinues *Beat the Band* on 27 NBC-Red stations, Sun., 6:30-7 p.m. Agency: Blackett-Sample-Hummert, Chicago.

MARS Inc., Chicago (candy bars), on Feb. 24 shifts *Dr. I.Q.* from Miami to Seattle for six weeks on 97 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv. Agency, Chicago.

Colgate Contest

COLGATE - PALMOLIVE PEET Co., Jersey City, on Feb. 17 starts a slogan contest for Super Suds with $100,000 in U. S. bonds as prizes. The contest is promoted on Super Suds daytime strips *Ellen Randolph* on NBC-Red, and *Myrt & Marge* on CBS. Winners announced on the program each week will draw a total of $16,000 in bonds—one $1,000 bond, 25 of the $100 denomination, and 500 of $25. A grand prize of $4,000 bond will be announced after the close of the contest on March 29. Sherman & Marquette, Chicago, is agency.

Gladiron Spots

HURLEY MACHINE Co., Chicago (Gladiron) in mid-February started a varying schedule of five to seven weekly announcements on WCFL, Chicago; WISN, Milwaukee; WGAR, Cleveland; WSAI, Cincinnati. Contracts are for 13 weeks. Agency is E. H. Brown Ad. Agency, Chicago.

RECORDALL Mfg. Co., Los Angeles recording and equipment manufacturers, has discontinued operation.

New Evening Schedule Now in Effect at WOV

NEW EVENING schedule of straight music, except for five-minute news periods broadcast each hour on the hour, at WOV, New York, went into effect Feb. 10 as previously announced by Arde Bulova, owner of the station, who has recently assumed an active part in its management [BROADCASTING, Feb. 10]

Program has been titled the *1130 Club*, named for the frequency which WOV will have following the switch-over on March 29. Alan Courtney, m.c. of the entire six-hour stretch, has divided it into quarter-hour units, each featuring an individual style of music. While the program is in its formative stage no time is being sold and previous sponsors on the station during the evening hours have had their schedules temporarily discontinued. WOV salesmen are offering evening time to advertisers after March 1.

Berne W. Wilkins, formerly with WMCA and WNEW, New York, and previously a partner in the advertising agency of Weill & Wilkins, has joined the WOV sales force. Ray Linton, former sales manager of WOV, is continuing as a member of the sales staff during the reorganization.

Harold A. Lafount, general manager of Bulova broadcast operations and in charge of WOV until a new general manager has been engaged to succeed Naylor Rogers, flew to Salt Lake City Feb. 11 after receiving word of the death of his father, Robert A. Lafount. He was expected to be back at the station by Feb. 17.

New Defense Series

TO GIVE the nation a weekly report on the progress of national defense the National Assn. of Manufacturers has arranged with NBC-Red for a Saturday evening half-hour series of 13 broadcasts to originate in the country's key defense production centers, starting Feb. 22. The first program will deal with the machine tool industry at Cleveland, while subsequent programs will report on aviation from California, oil from Oklahoma, tanks from Illinois, shipbuilders from Virginia, automobiles from Detroit, etc.

Phillips Renewal

PHILLIPS PETROLEUM Co., Bartlesville, Okla., for the third successive year has renewed on KTSP, St. Paul, *Tomorrow's Headlines Tonight*, quarter-hour nightly news program handled by Brooks Henderson and Halsey Hall. Lambert & Feasley, New York, is agency.

Voynow Named

RICHARD VOYNOW, production manager of CBS, has been named radio director of Ward Wheelock Co., New York. He will supervise program production. He formerly was manager of WEAN, Providence, and WICC, Bridgeport.

Skids to WNAX

JACK CHASE, news editor of WNAX, Yankton, S. D., recently skidded off an icy pavement and smashed through a billboard near Sioux City, Ia., where WNAX maintains studio facilities. He received only slight personal injuries, but his week-old car was completely wrecked. But topping it all, out of the myriad billboards lining the highway, he smacked into one belonging to WNAX.

School Using Discs

NATIONAL SCHOOLS, Los Angeles (technical correspondence courses), is sponsoring transcribed five-minute straight commercial messages three to six times weekly on KXA WIBC KROY KORE KMPC KUTA KIDO, and two minute commercials six times weekly on WELI, New Haven; WNBC, New Britain; KBND, Bend, Ore. Company is also on WMCA, New York, 18 periods a week, comprising five five-minute transcribed musicals, two quarter-hour live and eight quarter-hour transcribed musical programs, and three quarter-hour newscasts. Huber Hoge & Sons, New York is agency.

Americar Extends

WILLYS-OVERLAND MOTORS, Toledo (Americar) is sponsoring a daily half-hour recorded program on WCFL, Chicago; daily 10-minute news period on WDZ, Tuscola, Ill.; 26 weekly announcements on WROK, Rockford. The schedule was increased Feb. 15 with addition of an hour on WCFL's *Make Believe Ballroom* on Saturdays. Agency is Dave Benet & Assoc., Chicago.

Pacific Cereal Spots

WHEAT-ALONE Co., Vancouver, Wash. (cereal), new to radio, in a six-week campaign ending March 10, is sponsoring thrice-weekly participation in *Norma Young's Happy Homes*, on KHJ, Los Angeles. Firm, on Feb. 24 start thrice-weekly participation in *Helen Malloy's Homekeeper's Calendar* on KOMO, Seattle. Other radio will be used. Agency is Charles H. Mayne Co., Los Angeles. Charles Hensley is account executive.

CORN-PLASTERED, but merely on the feet, are Asheville, N. C.'s mailmen, who were donated a bundle of pedal relievers because they had so much more WWNC fan mail to carry in January, 1941, than in January, 1940. Wythe M. Peyton (left), postmaster, accepts the bundle from Herman I. Moseley (center), WWNC promotion director, and Read Wilson, announcer.

WJLB to Move

WITH changing of call letters of WMBC, Detroit, operated by the John L. Booth Broadcasting Corp., to WJLB, effective Feb. 25, announcement of the moving of the new WJLB to the Eaton Tower in Detroit was made. According to Fred Knorr, program director, offices, three large studios, an audience studio, two client booths and two control rooms will occupy the entire 31st floor and part of the 34th. A special inaugural program, featuring the appearance of Gov. Murray D. Van Wagoner, Mayor Edward J. Jeffries, Congressmen and various guest stars from other Detroit stations, will be presented March 12.

Armour Test

ARMOUR & Co., Chicago (produce dept.) on Feb. 17 started a six-week test campaign of 15 to 20 one-minute and chain-break announcements promoting a new product in four markets. Stations are WAGA, WGST, Atlanta; WBRE, Wilkes-Barre; WTAG, WORC, Worcester. Agency is Lord & Thomas, Chicago.

J. A. Leethan

J. A. LEETHAN, in charge of records in the national program office of the Canadian Broadcasting Corp., Toronto, died suddenly on Feb. 4, at his home in Toronto. He was born at Ottawa 40 years ago, and had been in the Canadian government's Civil Service since leaving school. In 1933 he was transferred from the records branch of the Department of Transport, Radio Branch, to the Canadian Radio Broadcasting Commission, and in 1936 when the CBC took over the CRBC he was transferred to the CBC. In addition to radio circles he was well known in eastern Ontario sporting circles. He leaves his widow and one child.

Party for Guard

A GOING-AWAY party for 600 officers and men in the National Guard unit of Duluth was staged by KDAL. The idea caught quickly and ended in a Farewell Ball at the armory. Proceeds went to the Battery Fund. Window displays were set up all over the downtown area and a parade of military units was staged. KDAL provided two complete floor shows for the party, attended by some 4,000.

WAVE HAS NO SAUCE FOR GANDER (Ky.)!

Even with WAVE's new power of 5,000 watts, we *still* ain't claimin' Gander, Goody, and all the other back hills and hollows of this yere state! What we *are getting*—with a stronger, clearer signal than ever—is the impressive Louisville Trading Area, where *two-thirds* of Kentucky's spending is done! And at a cost that you'll agree is durned low! Want the *proof?*

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
5,000 N
JACKSON
N.B.C. RED
MISSISSIPPI HAS NEW MONEY

Jackson's G-E fluorescent light plant—to open in February.

Annual payroll, $650,000, to create over $3,000,000 annually in trade.

New plant to support 2,000 people—25 commercial establishments—$400,000 new market for agricultural products—$50,000 for transportation.

An indication of new opportunity for advertisers who invest their money with WJDX—DOMINANT RADIO STATION IN THE SOUTH'S FASTEST GROWING MARKET!

Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

Philadelphia FM Advances Rapidly

Stations Striving to Be First On Air With New Signals

FM IS TAKING substantial form in Philadelphia, with a general race among the stations to be the first on the air. Benedict Gimbel Jr., president of WIP, upon receiving FCC permission Feb. 11 to construct an FM station, announced that construction of the transmitter would start as soon as the equipment, already on order, arrives. The transmitter will be installed atop the Gimbel Bldg., which houses the station, an effective height of 585 feet above sea level, and using a three-bay turnstile antenna. It is expected regular operations will start within two or three months.

Following a license grant from the FCC last week, Roger W. Clipp, general manager of WFIL, announced that construction of an FM station will be completed in 90 days, with the station scheduled to take the air by May 1. WCAU, first station in Philadelphia to be licensed for FM, began construction of a station in December.

Plans for Operation

It will be completed by the first of April, according to John H. Leitch, WCAU technical director. KYW already has application filed with the FCC for FM and hopes to have a station in operation before mid-summer. In addition, WPEN has signified intention to file application for an FM permit.

WFIL, WCAU and WIP announce their FM transmitters will operate independently with separate studios, programs and offices. At the start all will operate six hours daily, distributed equally before and after 6 p. m. WFIL, Mr. Clipp announced, will operate its station atop the Widiner Bldg., which houses the present studios. A 250-foot antenna will be installed, giving an effective height in excess of 500 feet.

WCAU has not divulged its transmitter location. Frequencies assigned and the call letters for the three local stations are WCAU, 46.9 mc., W69PH; WFIL, 45.3 mc., W53PH; WIP, 44.7 mc., W47PH; KYW has applied for 45.5 mc.

Latin Disc Exchange

FORMATION of an organization in Havana to be the clearing source for exchange of American and Latin American programs has been announced by Henri Leiser, president, and F. Perez De La Riva, secretary of the new company. Under the name of ARTIP (Association de Radio-Television y de Intercambio Panamericano) the new enterprise will take the cultural and artistic aspects of programs from each country, transcribing them in the language and dialects of the other country. The service will thus enable the listener to hear artistic and educational programs of other American countries without losing the original atmosphere.

OFF TO PITTSBURGH went this 3,000-watt General Electric FM transmitter after a final inspection at Schenectady by C. A. Priest (left), engineer of the GE radio transmitter engineering department, and W. R. David, of the GE transmitter sales department. The complete unit, comprising a 250-watt exciter and 3,000-watt amplifier, is being installed by WWSW, Pittsburgh for its new FM adjunct, W47P. The new station operates on 44.7 mc., covering an area of 8,400 square miles and a potential audience of 2,100,000.

Westinghouse FM

WESTINGHOUSE E. & M. Co. is starting immediate engineering and construction on its new commercial FM station, W75P, recently authorized by the FCC in Pittsburgh, according to a Feb. 12 announcement by Lee B. Wailes, manager of broadcasting of Westinghouse Radio Stations. The construction permit for the new station calls for operation on 47.5 mc., serving an area of 8,400 square miles and a population of 2,100,000. The station is to be built at Allison Park, Pa., on the present KDKA transmitting site. Westinghouse at present is operating two FM stations experimentally, W1XK, Boston, and W1XSN, Springfield.

KVOD, Denver, has appointed Weed & Co., as its national sales representative.

PLAN NEW OUTLET FOR RHODE ISLAND

PLANNING to inaugurate operation March 30, the new WFCI, Pawtucket-Providence, has completed formation of its staff. W. Paul Oury, general manager of Pawtucket Broadcasting Co., operating the station, announced that T. F. Allen, former radio director of the Republican National Committee, has been named commercial manager, with George Sutherland as program director. Howard Thornley, former chief engineer of WPRO, is president and chief engineer of the new station, and Frank F. Crook, automobile distributor in New England, is treasurer and a director.

The new station has completed construction of its transmitter building in Lonsdale, R. I., and the installation of Western Electric equipment throughout is proceeding. Studios are nearing completion and will be located at 450 Main St., Pawtucket, in the Frank Crook Automobile Bldg.

Two Blaw-Knox vertical radiators, 321 feet in height, are being erected and the ground system will lay in the marshes of the Blackstone River.

While the station will be ready for operation prior to the March 29 Havana Treaty reallocation date, it is planned to withhold the starting date until March 30, so the station may begin operating on 1420 kc. instead of 1390 kc., the present wavelength allotted it.

GE's New FM Monitor

A NEW FM station monitor has been introduced by General Electric Co. as an addition to its line of FM equipment. Designed exclusively for FM work, the new unit performs the vital functions of a center-frequency monitor, modulation monitor, high-fidelity audio monitor and modulation-limit indicator of the flasher type.

REL
FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

CONFUSION among radio's Andy Whites has been rampant for many years in the Arizona region. Andy White at left is baritone with Waring's Pennsylvanians. Three years ago he left U of Arizona to join Waring, after having built up an enormous following. The same month Andy White at right joined KVOA, Tucson, as program director and sportscaster. Ever since they've been getting each other's fan mail. Recently Andy White at left was featured in a concert lecture series at U of Arizona and he met Andy White at right. The potential spinach on Andy White at right is being nursed along for the annual rodeo in Tucson.

New RCA Microphone Has Adaptable Features

RCA Mfg. Co., Camden, N. J., is marketing a new aeropressure microphone whose directional characteristics can be altered by a detachable paracoustic reflector baffle. The new microphone is bullet shaped with the live end protected by a grill. Attaching the circular dish-shaped baffle with the concave face toward the grill sharpens the directional charactertistics and feedback is reduced.

Reversing the baffle so the convex face is toward the grill produces the opposite directional effect. Baffle can be detached altogether and the microphone can be used as a normal pressure microphone. The microphone is especially adaptable for amateur radio telephone transmitter and public address applications and is available at both low impedance (250 ohms) and high impedance (40,000 ohms) equipped with a 30-foot cable.

Westinghouse in S. F.

THE WESTINGHOUSE Electric & Mfg. Co., announces the purchase in San Francisco of 59,000 square feet of land at Eighth and Bryant Streets for a building to house its San Francisco operations. According to Charles A. Dostal, Pacific coast district manager for the company, the investment in land and building will exceed $300,000.

in the CONTROL ROOM

ERWIN TOWLE, formerly of the engineering department of WOR, New York, has joined the architectural department of American Air Lines. He is succeeded by John Ruddley, formerly with R. H. Macy Co. and a draftsman for American Can Co.

DAVID RINNS, chief engineer of WLAC, Nashville, is in the East inspecting new transmitting equipment, anticipating modernization of the WLAC plant. Raymond Lowry, WLAC engineer, is convalescing from an appendectomy.

MILFORD FLACK, formerly of Pennsylvania Central Airlines, has joined the engineering department of WWSW, Pittsburgh. He replaces John Kinsel, who has been called to service with the Pennsylvania National Guard.

KERMIT LYLE SUEKER has joined the engineering staff of WCCO, Minneapolis, replacing Lyman Swendson who has been called to military service.

JAMES SEAY, formerly chief engineer of KADA, Ada, Okla., has been made chief engineer of KOME, Tulsa.

NELSON FOLEY has been added to the engineering staff of WJR, Detroit.

LUTHER O. PIERSOL, has been appointed chief operator of WDEL and WILM, Wilmington, Del.

THOMAS W. YORK, formerly of WTHT, Hartford, is now on the engineering staff of WBRY, Waterbury, Conn.

BEN PETRIE has been added to the engineering staff of KFEQ, St. Joseph, Mo.

GLEN NEUVILLE, chief engineer of WFTC, Kinston, N. C., is the father of a baby boy, Michael Glen, born Feb. 5.

CURT DIRLAN, former employe of KFYR, Bismarck, N. D., has rejoined the engineering staff of the station replacing Ivan Lorenzen, resigned.

AL BARNARD, technician of KGW-KEX, Portland, Ore., recently resigned for duty in the United States Army, where he is radio instructor.

IRVING SMALL, engineer of WELI, New Haven, on Feb. 23 is to marry Cecelia Korrcik.

J. B. CASEY, for the last three years chief engineer of KBST, Big Spring, Tex., has been named chief engineer of KRBC, Abilene. He is succeeded at KBST by Andy Jones, who has been transferred from KRBC. Fred Hammond, formerly chief engineer of KRBC, has entered military training at Fort Sam Houston, San Antonio.

WALTER LARDNER, formerly of WKNY, Kingston, N. Y., and Robert C. Ames from WCHS, Charleston, W. Va., have been added to the engineering staff of WTRY, Troy, N. Y.

NAME COMMITTEES FOR NAB SESSION

COMPLETION of the convention committee appointments for the 19th annual convention of the NAB in St. Louis, May 12-15, was announced last Tuesday by NAB President Neville Miller. Merle S. Jones, general manager of KMOX, is general chairman, with seven committees named for various convention functions. The complete revised list follows:

General Chairman—Merle S. Jones, KMOX.

General—Chairman, Merle S. Jones, KMOX; L. A. Benson, WIL; George M. Burbach, KSD; Rev. W. A. Burk, WEW; Robert T. Convey, KWK; John C. Roberts Jr., KXOK; William H. West, WTMV.

Entertainment & Reception—Chairman, William H. West, WTMV; Robert T. Convey, KWK; Nicholas Pagliara, WEW; Chester G. Renier, KMOX; Bart Slattery, WIL.

Exhibits—Chairman, Clarence G. Cosby, KXOK; L. A. Benson, WIL; Edward W. Hamlin, KSD.

Golf—Robert Richardson Jr., KWK; Roy Stockton, KSD.

Housing—Chairman, Ray E. Dady, KWK; Rev. W. A. Burk, WEW; Arthur Casey, KMOX; Frank Eschen, KSD; Elzey Roberts, KXOK.

Promotion Material Display & Exhibit—Chairman, Howard O. Peterson, WOW, Omaha; Chick Allison, WLW, Cincinnati; J. Soulard Johnson, KMOX; Robert Samuson, KWK.

Publicity & Public Relations—Chairman, George M. Burbach, KSD; H. Dean Fitzer, WDAF, Kansas City; Luther L. Hill, KSO, Des Moines; John C. Roberts Jr., KXOK; Vernon H. Smith, KOWH, Omaha.

New GE Co-Ops

FOLLOWING the successful series of five-minute recorded programs made available to local General Electric Co. dealers for Christmas appliance promotion, G-E is distributing a second series, featuring Alan Kent and Ginger Johnson, Ted Steele and the singing Vass Family, to stations throughout the country to promote "GE on the Farm". Commercials urge the farmer to go to his nearest GE dealer for a copy of the company's farm catalog, complete with prices.

EDWARD SCOVILL, CBS operations supervisor, has resigned to join the 207th Coast Artillery, Anti-Aircraft division, Hinesville, Ga., as a captain.

VERNON CHEEK, engineer of WAGA, Atlanta, has been called for duty as an ensign in the Naval Reserve to be stationed in Puerto Rico.

OUR TARGET: The world's largest market.

OUR WEAPON: 5000 WATTS day and night with Directional Antennae.

OUR AMMUNITION: Your product programmed with intimate appeal to New York's Melting Pot millions.

OUR AIM: To insure results.

WBNX NEW YORK : 5000 WATTS

1000 WATTS

WCAR

Proudly Points To Its

★ COVERAGE IN A RICH MARKET

★ RESULTS SO ECONOMICALLY PRODUCED

★ PROGRAMS SO EFFECTIVELY PRESENTED

Get the facts from WCAR PONTIAC, MICH.

OR THE FOREMAN COMPANY National Representatives CHICAGO NEW YORK

• To Serve Well • the Broadcasting Engineer

An Unending Task

CREI Courses in Practical Radio Engineering Are Under Constant Revision to Meet the Ever-New Developments of the Radio Art . . . . . .

There will never be a "completed" CREI home study course. We will never be content to "let well enough alone". That is why our texts are presented in loose-leaf binders for constant addition and revision. New ideas, new equipment, new methods are constantly changing the radio scene and to keep pace with this progress CREI is constantly revising and modernizing its lesson material.

This is a never-ending task for our competent staff of outstanding engineer-instructors, headed by Mr. E. H. Rietzke. Today, Mr. Rietzke is still writing new lessons and revising older ones, assisted by a highly qualified staff of radio engineering specialists. CREI training is built on a sound knowledge of modern radio engineering practice. Behind the scenes, CREI is making a constant effort to improve that which already has proven good. This is slow, exacting and arduous work, but the results are far-reaching in effect, as shown by the accomplishments of our students and graduates.

The entire CREI home study course includes 120 complete lessons. Our schedule requires a thorough revision and new printing of all lessons at frequent intervals. Very rarely does a CREI lesson, when issued, show a copyright date older than two years. ONLY by such methods can radiomen be assured of adequate up-to-date lesson material.

"Serving the Radio Industry Since 1927"

CAPITOL RADIO Engineering Institute

E. H. RIETZKE, Pres.

3224 SIXTEENTH ST., N. W.

WASHINGTON, D. C.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 8 TO FEBRUARY 14, INCLUSIVE

Decisions . . .

FEBRUARY 11

KGLO, Mason City, Ia.—Granted modification CP for approval directional antenna, transmitter site.

WKPT, Kingsport, Tenn.—Granted voluntary assignment license from C. P. Edwards Jr. and Howard Long d.b Kingsport Broadcasting Co. to Kingsport Broadcasting Co. Inc., for $58,230.

KXO, El Centro, Cal. Granted consent voluntary assignment license KXO from F. M. Bowles to Valradio Co. for $9,250.

WSPA, Spartanburg, S. C.—Granted modification CP increase D from 1 to 5 kw, new transmitting equipment, move site.

WWL, New Orleans—Granted modification license from specified, Sh.-KWKH directional to unl. 850 kc 50 kw.

W9XC, Mitchellville, Ia.—Granted CP increase developmental station from 1 to 150 kw.

NEW, Pennsylvania Broadcasting Co., Philadelphia—Granted CP, FM 44.7 mc 9,300 sq miles 4,500,000 population.

NEW, John Lord Booth, Detroit—Granted CP FM 44.9 mc 6,800 sq. miles 2,900,000 population.

SET FOR HEARING, WBNX, New York, FM 47.5 mc; NEW, Bremer Broadcasting Corp., New York, FM 47.1 mc; NEW Outlet Co., Providence, R. I., FM 44.3 mc; WJJD, Chicago, CP increase to unl. directional after sunset at Salt Lake City; NEW, Ralph L. Lewis, Greensboro, N. C., CP 1370 kc 100 w unl., consolidated with application of High Point Broadcasting Co.; NEW, Butler Radio Inc., Tyler, Tex., CP 1370 kc 250 w nl.; NEW, Wayne M. Nelson, Concord, N. C., CP 1380 kc 1 kw D.

MISCELLANEOUS—Denied reconsideration and grant application CP new station 1230 kc 1 kw directional and dismissed without prejudice petition to amend application, with alternative grant of 890 kc; NEW, General Television Corp., Boston, granted temporary license television W1XG for tests; WRDO, Augusta, Me., dismissed renewal proceedings pending application transfer control; WQAM, Miami, Fla., dismissed request for III-A classification on present assignment, deferred action on petition to increase power; KFDM, Beaumont, Tex., adopted decision similar to WQAM.

FEBRUARY 12

WMC, Memphis—Granted temporary authority use 5 kw N directional to overcome interference.

NEW, City of New York—Set for hearing application FM 46.7 mc 3,899 sq. miles.

WTCN, Minneapolis, and WHB, Kansas City—Set for joint hearing applications increase power etc.; joint petition WTCN and KSOO, Sioux Falls, S. D., granted insofar as it requests leave to amend KSOO application but denied as to balance.

FEBRUARY 13

KRFJ, Miles City, Mont.—Granted modification CP new station re antenna, transmitter.

KOY, Phoenix—Granted CP new transmitter.

WPEN, Philadelphia—Granted modification CP increase to 5 kw directional N for new transmitter.

KATE, Albert Lea, Minn.—Granted modification license to Albert Lea-Austin Broadcasting Co.

WRLC, Toccoa, Ga.—Granted modification CP new station for new transmitter, change antenna.

W45D, Detroit—Granted modification CP FM for approval transmitter, antenna change, change population to 2,498,000.

W68NY, New York—Granted modification CP FM for approval transmitter, antenna, change population to 12,974,192.

W69NY, New York—Granted modification CP FM for approval transmitter, change population to 12,974,192.

W45CM, Columbus—Granted modification CP FM for change in transmitter.

Applications . . .

FEBRUARY 10

WMUR, Manchester, N. H.—Modification CP for new transmitter.

NEW, Washington Broadcasting Co., Washington, Pa.—CP 1420 kc 250 w unl. IV.

NEW, Chilton Radio Corp., Dallas—CP 1370 kc 100 w unl., facilities KFJZ, amended to 660 kc 1 kw D, omit request for KFJZ facilities.

KFVD, Fort Dodge, Ia.—Modification license to unlimited, asks KFGQ facilities.

KFOR, Lincoln Neb.—CP reinstate CP as modified change equipment, antenna, increase to 250 w N & D, move transmitter.

NEW, Moody Bible Institute of Chicago, Chicago—CP FM 43.9 mc 15,300 square miles population 5,091,500, amended to 47.5 mc.

KGVO, Missoula, Mont.—CP increase to 5 kw N & D directional.

FEBRUARY 13

KTSM, El Paso—Modification license from 500 w to 1 kw, amended to 500 w 1 kw D.

NEW, Park Cities Broadcasting Corp., Dallas—CP 940 kc 500 w unl. III-B, amended re stock ownership.

NEW, Mosby's Inc., Anaconda, Mont.—CP 1110 kc 500 w 1 kw D unl., amended to 1200 kc 250 w IV, change antenna, transmitter.

NEW, Echo Park Evangelistic Assn., Los Angeles—CP 45.5 mc 1,344 sq. miles 2,296,960, amended to 6,972 sq. miles 2,396,217 population directional.

NEW, Yankee Broadcasting Co., New York—CP 620 kc 1 kw unl. directional III-B.

WBAX, Wilkes-Barre, Pa.—Voluntary assignment license to Wilkes-Barre-Scranton Broadcasting Co.

KINY, Juneau, Alaska—CP increase to 5 kw.

WSYB, Rutland, Vt.——CP new transmitter, directional N, increase to 1 kw, change 1500 to 1350 kc.

W57A, Schenectady—Modification CP FM re transmitter, antenna, change population to 805,060.

WMCA, New York—CP FM 48.3 mc 9,110 sq. miles 11,717,445 population, amended to 8,550 sq. miles, 10,817,455 population.

NEW, Yankee Network, New York—CP FM 46.7 mc 8,500 sq. miles 11,298,250 population amended to 44.7 mc.

NEW, Seaboard Radio Broadcasting Corp., Philadelphia—CP 48.3 mc 9,600 sq. miles 3,900,000 population, amended to 9,400 sq. miles.

NEW, Texas Star Broadcasting Co., Houston—CP 1210 kc 250 w unl. IV, amended to 1230 kc, under treaty.

FEBRUARY 14

WLAG, LaGrange, Ga.—Modification CP new station for new transmitter, change antenna.

NEW, Alamance Broadcasting Co. Inc., Burlington, N. C.—CP 890 kc, 920 kc under treaty, 1 kw D III.

Tentative Calendar . . .

FEBRUARY 17

WGNY, Newburgh, N. Y.—CP 1370 kc 250 w unl.

NEW, Stephen R. Rintoul, Stamford, Conn.—CP 1370 kc 250 w unl.

NEW, William H. Amesbury, Minneapolis —CP 630 kc 1 kw unl. directional.

FEBRUARY 20

WHDH, Boston—CP 830 kc 5 kw unl. directional.

MARCH 12

WGST, Atlanta—License renewal.

MARCH 13

WBAX, Wilkes-Barre, Pa.—License renewal.

MARCH 24

WMBG, Richmond, Va.—Modification license to 1350 kc 5 kw unl. directional.

MARCH 31

KMLB, Monroe, La.—CP 1410 kc 1 kw unl.

NEW, KNOE Inc., Monroe, La.—CP 1420 kc 250 w unl.

APRIL 15

W1XG, Boston — Modification television license etc.

APRIL 25

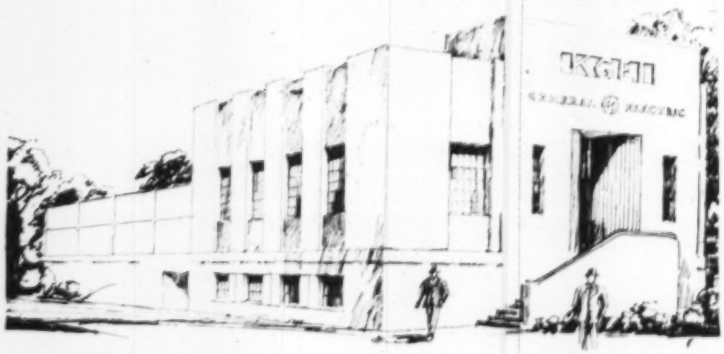
WTEL, Philadelphia—CP 1500 kc 250 w unl.

Video in England

ENGLAND's television services were well under way in London when the war started, but everything was stopped after the outbreak of hostilities. This led to a question in the House of Commons recently why surplus British television receivers should not be sent to the United States. Harcourt Johnson, Secretary for Overseas Trade, replied that they could not be exported because they incorporate certain American patents which British manufacturers are not permitted to exploit in the United States.

BBC News Expanded

NEWS service for American listeners will be extended, the British Broadcasting Corp. announced last week. Starting Feb. 16 the 6 hours of regular news broadcasts were extended more than a half-hour, including a wide variety of programs aimed at the American audience.



LAST WORD in shortwave structures will be this transmitter building of General Electric's KGEI, to be built soon at Belmont, Cal. Studios and offices of the 50,000-watt non-commercial station will be in Fairmont Hotel, San Francisco. Since February, 1939, KGEI has been broadcasting 12½ hours daily on 20,000 watts with two beams, one to Mexico, Central and South America, the other to Asia, Antipodes and South Africa. GE broadcasting manager is R. S. Peare.

RULES FOR FILING AMENDED BY FCC

AMENDMENTS to its rules governing filing of information, contracts and like information and also relating to practice and procedure have been announced by the FCC. The announcements follow:

The FCC Jan. 14, 1941, amended its Rules governing the filing of information, contracts, periodic reports, etc., as follows, eqective immediately:

Amended Sections 43.51 and 43.52 by adding thereto the following:

"Upon compliance with the requirements of this section by one party to any such contract, agreement, or arrangement, the filing of a statement in writing duly sworn to by the other party or parties thereto identifying such contract, agreement, or arrangement, and adopting the filing thereto, shall be regarded as compliance with the requirements of this section by such other party or parties."

The FCC on Jan. 7, 1941, amended the Rules of Practice and Procedure, Part I, as follows, effective immediately;

Amended Section 1.356 to read as follows:

"Sec. 1.356. *Forfeiture of construction permits; extensions of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application [1] for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension."

[1] F.C.C. Form No. 701.

WNBF-ACA Pact

CONTRACT between WNBF, Binghamton, N. Y., and the American Communications Assn., covering seven announcers employed by the station, was signed last week. ACA announced. Contract calls for an average wage increase of $15 weekly and the station has reinstated Durwood Finch as chief announcer. He had been demoted and ACA had filed charges of discrimination against WNBF with the National Labor Relations Board. ACA has had contracts with WNBF covering the station's technicians for two years. New contract was negotiated by Cecil D. Maston, general manager of the station, and Grahm Dolan, representative of ACA's broadcast division.

IN RESPONSE to station requests for "proven half-hour plays with minimum production and maximum appeal," The Script Library, New York, is releasing each week to one station in any area "The Footlight Hit of the Week," a series of tested dramatic plays. Selection of the play is governed by previous fan mail response, with a minimum requirement of 30,000 pieces.

WSVA Harrisonburg, Va., has ordered a 315-foot Blaw-Knox tower in connection with its increase to 1 kw. on 550 kc.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Salesman and Crew Manager—Experienced and capable managing parade program or other feature promotion; submit references. Box 219, BROADCASTING.

Openings on Hand! For qualified employees—every department—announcers, operators, combinations, transradio press, salesmen, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Experienced Salesman—For an immediate opening in regional station, intermountain west. In applying give previous experience, sales records and personal references. Salary and commission. Write to Box 218, BROADCASTING.

Need Operator-Announcer—With first class phone license. Good opportunity for experience in programming. Chance to become program director. Want single man experienced at least one year. Box 215, BROADCASTING.

Salesmen—in key cities to act as full time representative for an expanding advertising agency. Excellent opportunity. If you live in city over two hundred thousand population, write, giving complete details and references. Box 227, BROADCASTING.

Situations Wanted

Baseball and all sports play by play—Also news and studio utility. Box 226, BROADCASTING.

Situations Wanted (Continued)

Play By Play Announcer—Five years experience, sports and commercials. Excellent references. Box 216, BROADCASTING.

Engineer—with experience in transmitter, control room, remotes. Married, dependable, desires permanent position with progressive station. Box 224, BROADCASTING.

Commercial Manager—man with outstanding record directing sales organization past three years. Would appreciate interview. Best references. Box 229, BROADCASTING.

Capable Announcer-Copywriter — Advertising Background—College Graduate—Experienced in production—Fertile in ideas—First class copy from spot announcements to dramatic shows—Announcing experience includes news and sports. Box 221, BROADCASTING.

Commercial Manager—for new or established station. Not a swivel-chair executive but a family man who will dig in and get the business. Eight years successful sales record on two New England stations. Thorough knowledge of 250 watt station operation. Presently employed. Good reason for changing. Age, 33. Box 223, BROADCASTING.

I Can Run Your Program—recording, or agency radio department for your greater profit. Since 1926, I've grown up with radio in production, announcing, writing, national and local advertising. Also experienced in the theatre. Presently employed, and past two years have managed commercial recording studio and been director of radio instruction in one of nation's leading theatrical schools. My services are not cheap, but will pay dividends. Box 217, BROADCASTING.

Situations Wanted (Continued)

SCRIPT WRITER-PRODUCTION MAN—original ideas, executive ability, 12 years experience, network, national agency, commercial films. Now employed. Desires permanent connection with progressive station or agency. Young, married. Excellent references. Box 228, BROADCASTING.

Program Director—Exceptionally well qualified man—with knowledge of every phase of program work—wants position as Program and Production Manager and special announcer with Eastern or Southern station. Four years with CBS O&M station. Address Box 230, BROADCASTING.

I can put more business on your station! 15 years experience in sales and other departments. Can double in production and copy. No "hot-shot" high pressure but can build good will and hold accounts. Married, one child, sober and reliable. Best reasons for being at liberty. First class references as to ability and character. My ability demands fair salary. Consider purchasing interest in small station. South or west preferred. Box 222, BROADCASTING.

Wanted to Buy

5 KW Transmitter Wanted—prefer one of standard make and in good condition. Box 220, BROADCASTING.

For Sale

328' Lingo tubular steel tower—now standing Richmond, Virginia. A bargain. WTSP, St. Petersburg, Florida.

For Sale—A Lingo type antenna, 188 ft. tall, applicable to the 1200, 1300, and 1400 frequency range. Tower in perfect condition, located in Ashland, Ky. Address manager WCMI.

Churchill Premium

ILLUSTRATED biography of Winston Churchill to be used as a premium by the privately-owned stations of Canada [BROADCASTING, Jan. 27] will be ready for distribution about March 15, according to the executive office of the Canadian Assn. of Broadcasters. The booklet is to be offered for 25 cents, and arrangements are being made to have the offer made at the same time from United States stations, proceeds to go to a special Churchill fund.

UTICA MUTUAL INSURANCE Co., Utica, N. Y., is distributing to its agencies a series of dramatized spot announcements transcribed by Transcribed Radio Show, New York.

Quartz crystals for broadcast frequency reallocation . . . . .

The Bliley Electric Company, manufacturer of well-known Bliley Quartz Crystals, is prepared to supply new crystals for standard broadcast stations at temporarily reduced prices.

Naturally, Bliley low temperature-coefficient plates are approved by the F.C.C. Beyond the requirements for approval, however, correct engineering and precision manufacturing facilities guarantee fully reliable operating characteristics.

Take this opportunity to install precision-made crystals in your transmitter. Get ready for your change-over early and select your crystals as carefully as you would any other component vital to the operation of your station.

For information concerning recommendations and costs, see your local Bliley Distributor or write direct.

BLILEY ELECTRIC CO. . . ERIE, PA.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

AFRA CITES WIOD ON LABOR CHARGE

AMERICAN FEDERATION of Radio Artists has filed charges against WIOD, Miami, with the National Labor Relations Board, charging the station with discharging two announcers, William Pennell and John Stinson, for union activities. Petition, filed with the NLRB office in New Orleans, asks for reinstatement with back pay, including fees for commercials. AFRA's negotiations with WQAM and WKAT as well as with WIOD have been suspended pending a settlement of this case.

Two-year renewals of AFRA contracts with KSD, St. Louis, and WXYZ, Detroit, and a one-year renewal of the WLW, Cincinnati, contract are reported by the union, which also says that negotiations for a contract with KWK, St. Louis are complete and that the signing should occur momentarily. Negotiations are also under way in Dallas, between KRLD and the AFRA local in that city.

Everett Clark has been appointed chairman of a committee to draw up constitutional amendments for submission to the next AFRA convention, which will be held Aug. 14-17 in Detroit. Amendments will provide for changes in the method of electing board members as suggested at the last national convention of the talent union. Other members of the committee, named by the various locals, include—New York: Alex McKee, Ken Roberts, John Brown; Chicago: Ray Jones, Philip Lord, Dan Sutter, with Norman Barry as alternate; Los Angeles: True Boardman, William Brandt, Hal Berger, Frederic MacKaye; Detroit: Gwen de Lany; Dallas: Dell Gibbs.

WKPT Stock Transfer

THE FCC Feb. 11 granted approval of a deal whereby Charles P. Edwards Jr. and Howard Long, co-owners of WKPT, Kingsport, Tenn., relinquished their entire holdings to a new corporation, the Kingsport Broadcasting Co. Inc., for a cash consideration of $58,230. The structure of the new corporation retains Mr. Edwards, a local insurance man, as president and 30% stockholder, and Mr. Long, local postmaster, as vice-president with 22.5%. Secretary is H. J. Shivell, local industrial belt manufacturer, with 2.5% of the stock, and A. D. Brockman, Kingsport banker, is treasurer with 1.67% interest. The balance of the stock is divided in small blocks among 12 other Kingsport citizens, none holding more than 8%. WKPT, which began operation last July 15, employs 250 watts on 1370 kc., fulltime.

Spots for Book

DOUBLEDAY, DORAN & Co., New York (books), is promoting *Business Encyclopedia* with five-minute transcribed announcements six times weekly. A total of about 60 stations will be used, according to Huber Hoge & Sons, New York, agency handling the account. Announcements have already been placed on WPEN WIBC WKST WMMN KGER WSNJ KRMC KSRO WDGY WRUF KMA KTRI.

Drawn for BROADCASTING by Sid Hix

Army Adopts New Procedure For Broadcasts From Camps

Simplified Method Covering Commercial Programs Provides Uniform Method of Application

DESIGNED to simplify clearance of commercial broadcasts from military reservations, a recommended application form for use by stations and networks was announced Feb. 13 by the new Bureau of Public Relations of the War Department, directed by Major Gen. Robert C. Richardson Jr. The recommended procedure for clearing facilities was developed to facilitate the work of both station operators and the Pictorial & Radio Division of the Bureau.

Under the new system a station or network desiring facilities to broadcast a program from an Army camp would make application in triplicate, the single application containing all information pertinent to the broadcast. With all this in a single application, it was explained that the War Department could act more swiftly and expeditiously in clearing the broadcast.

A Ban on Beer

Also it was pointed out that applications must be made by stations or networks directly, rather than by a sponsor. Although acceptable types of sponsor products for these programs have not been specified, it was stated that no beer or alcoholic beverage advertising would be allowed on programs originating at a military reservation.

Data requested in the recommended application form includes: Date of program, length and time of program, name of sponsor and product, general outline of program, type of talent, Army personnel requested to appear on program, technical data on microphone installations, originating building, lines or circuit required and actual time they will be in use, transcribed or live program and in transcribed on what other stations would program be broadcast.

The application also should include assurance that the program will be produced without expense to the Government or interference with military training, and that the broadcast will include an official disclaimer announcement. Text of the commercial copy to be used on the program also should be included.

Following is an outline of the proposed application form. Station operators are urged to save the outline for reference, since no application blanks are to be distributed by the War Department, according to E. M. Kirby, civilian advisor for the Pictorial & Radio Division.

Subject: Request for commercial radio broadcast from military reservation.

To: The Director, Bureau of Public Relations, Room 2012, Munitions Bldg., Washington, D. C.

1. Station (call letters) located in (city). FCC license in name of (licensee) requests authority to originate a commercially sponsored broadcast (by wire or transcription) from (name of camp, post or station).

2. The following essential data is submitted for your information:

Date of program or schedule; length and time of program; name of sponsor; product to be advertised; general nature or type of the program (give brief outline of the entire program—musical, talking, etc.).

Do you contemplate using Army talent? If so, of what nature?

If you plan on using any particular individual officially connected with the Army on the program, state whom you desire and the nature of his appearance.

Where do you desire to install microphones? Give definite location. If a building, at what actual location in the building.

What line or circuit facilities will be required. Actual time wires to be in use, from (hour) to (hour).

Is program to be transcribed? If so, is it planned to use the transcription on other stations?

3. It is understood that the program must be produced without expense to the Government and will not interfere with the normal training of the troops at the point of origin. It is also understood that the program must meet with the approval of the Commanding Officer of the Army post concerned.

4. It is further understood that the following must be announced at the opening and close of the broadcast:

"The presentation of this program from Fort . . . . does not constitute an endorsement by the War Department or its personnel of the product advertised, the origination of the broadcast from this station being made solely for the entertainment of the military personnel serving at this post".

5. The text of the proposed commercial copy to be used in this program (opening, middle, close) is attached.

Give name of your representative in charge of program.

Application to be signed by an officer of the corporation in which the name of the station license is held. If individually owned, to be signed by the individual.

WNYC Has Trouble Holding Its Announcers

DIFFICULTIES of keeping top-notch announcers at WNYC, New York City municipal station, were related last week at a hearing of the City Council committee investigating the New York Civil Service Commission.

Counsel for the investigating committee charged the Commission had spent $10,000 and two years on an examination that produced only one qualified candidate for the $1,800 announcer's job. The *New York Times* reports that members of the investigating committee laughed aloud when it was revealed that the examination disqualified Ted Cott, who went to CBS at a salary of $140 a week more than the city paid him and Tony Marvin, who left the $1,800 year post to receive $18,000 a year with Major Bowes.

A third announcer who, like the other two, had been serving on a provisional basis pending the result of the test, was Russ Johns, who now holds a radio post in Virginia.

Spots for Parker

PARKER BROTHERS Inc., New York, is using two programs on WOR, Newark, to promote "Dig", a new game, with spot announcements Monday through Friday on Ed Fitzgerald's program and Monday, Wednesday, Friday announcements on Henry Morgan's *Here's Morgan* show. Clements Co., Philadelphia, is the agency. Recent new sponsor on the *Here's Morgan* program, Tuesdays and Thursdays is Salz Bros., New York, for Stratford 77 fountain pens and pencils. Agency is S. R. Leon Inc., New York.

DIRT FOR DOBBER

CBS Flower Expert Addressed In Curious Ways

POSTAL authorities of Nashville have come to recognize letters with any freak address referring to dirt as the mail of the *Old Dirt Dobber* of WLAC, Nashville. For seven years on WLAC and for the last eight months on CBS each Saturday morning, this expert on home gardening and landscaping has conducted his floricultural programs, never revealing his identity and known only as the *Old Dirt Dobber*. It is known that he was formerly a printing executive.

Over the last six months he has received 57,756 fan letters from listeners in every State, Canada and Alaska. Several have borne such unique addresses as "Dear Dobber"; "Dad Dobbins"; "Dirt Dollar"; "Old Dirt Harbor" and the prize one of all merely designated "Old Dirty, Nashville, Tenn."

PRESENT COMPANY *Accepted . . .*

WHEN you use the 19 loyally-listened-to, locally-effective New England stations of The Yankee Network, you are accepted because you are present company!

This is more important than any other factor concerning your radio investment. The most persuasively worded announcements that advertising ability can create, or a show with the finest features available, can't produce results unless they're heard regularly on a station whose programs are cordially welcomed.

The preference for Yankee Network stations has been built by years of service and by "good neighbor" cooperation with community activities.

Follow the example of leading advertisers, who have found that there is no substitute for The Yankee Network's complete, intensive coverage of ALL key markets in New England.

THE YANKEE NETWORK

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

WNAC Boston
★
WTIC Hartford
★
WEAN Providence
★
WTAG Worcester
★
WICC Bridgeport New Haven
★
WCSH Portland
★
WLLH Lowell Lawrence
★
WSAR Fall River
★
WLBZ Bangor
★
WFEA Manchester
★
WNBH New Bedford
★
WBRK Pittsfield
★
WNLC New London
★
WLNH Laconia
★
WRDO Augusta
★
WCOU Lewiston Auburn
★
WHAI Greenfield
★
WSYB Rutland
★
WELI New Haven

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.